ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

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FOUR DIVISIONS OF ELECTRICAL FIELD TO MEET IN CAMP

Central Stations, Manufacturers, Jobbers and Contractor Dealers to be Represented

Men from electrical leagues throughout the country will hear an active future for the reconstructed Society for Electrical Development—presaging a new movement in electrical industry co-operation—described by leading men of the industry, at Camp Co-operation VII on Association Island, off Henderson Harbor, N. Y., August 28 to 31. The program for this annual league gathering as originally planned provides for addresses by heads of four major groups to whom invitations have been sent—Howard T. Sands, president of the National Electric Light Association; Gerard Swope, president of the National Electrical Manufacturers' Association; G. E. Cullinan, chairman of the executive committee, Electrical Supply Jobbers Association, and Clyde L. Chamblin, president of the Association of Electragists, International.

The league council business program committee under the chairmanship of J. E. North has prepared an interesting and practical program for the four days. On the evening of Sunday, August 28, following the 2:30 p. m. flag raising exercises that mark the opening of each annual Camp Co-operation, President W. W. Freeman of the Society will outline the plan of reorganization recently effected. Then will follow the four association speakers, Earl Whitehorne closing the evening's program with a talk on "The Next Big Problem."

The remaining three days of the Conference will be given to the discussion of special papers by selected individuals on local league work, national residence lighting activity and Red Seal Plan, and on details of policy, problems and standardized specifications, local industrial activities, league council reorganization and the like.

Ample provision for recreation has been made and committees have been appointed to handle the details of the various sports events. A league picnic, scheduled for Tuesday afternoon, promises to dramatize in striking fashion the lighter, but perhaps not the least important, side of the league movement. The picnic will be conducted under the skillful leadership of J. H. Van Aernam of Pittsburgh.

USES MOTION PICTURES TO TELL STORY OF SEEGER MANUFACTURING PROCESSES

H. F. McGrath, central district manager for the Seeger Refrigerator Co., St. Paul, Minn., uses a motion picture projector in selling to manufacturers, in arousing interest among salesmen, and in his work throughout his territory.

The first movies shown are those dealing with the process of manufacture used by the Seeger Refrigerator Company, which claims to be the only manufacturer of cabinets to use line assembly. Following these reels he is showing, at the present time, a Lindbergh film, including pictures of the Paris and New York receptions, as well as of the take-off at the beginning of the world-famous trip.

Mr. McGrath, when asked what he would do when the interest in Lindbergh grew less, said that he would have another timely film for use then.

Practical Refrigerating Engineers To Hold 18th Convention

The national association of Practical Refrigerating Engineers will hold their eighteenth annual convention in San Francisco, Cal., Nov. 29 and 30. An educational exhibit will be held in connection with the meeting.

Finds "Fundamental Principles of Refrigeration" Interesting

"After reading your booklet, 'Fundamental Principles of Refrigeration,' several times, I must say that it is one of the most interesting treatises on the subject that I have ever seen."—W. E. McFee, Publicity Department, The American Rolling Mill Company, Middletown, Ohio.

Leading manufacturers trim their refrigerators with

INCO Monel metal

The International Nickel Co. (Inc.), 67 Wall St., New York City

Fifth Avenue Mode Reflected in Unusual Color Scheme and Decorative Features of General Electric Distributor's Showroom

One of the most attractive refrigerator display rooms which has come to our attention is that of Rex Cole, Inc., metropolitan distributor for General Electric Refrigerators at 7 East 45th Street, New York City.

The showroom has been designed in a very modern style of architecture. In the background there is a large clock with the well-known G-E monogram in the center. The letters of the word "refrigerator" replace the usual numbers on the dial. The walls are finished in deep orange, giving a warmth of color which makes a striking contrast with the cold whiteness of the refrigerator.

The stairs at the right lead to the mezzanine, where the sales and accounting offices are found. The manager's office and work rooms occupy the space under the mezzanine.

A most effective form of show room lighting is used, as illustrated in the photograph. One ceiling pendant furnishes all the light for the showroom. The offices are, of course, provided with special lighting fixtures.

The store is located in the heart of New York's best shopping district. All in all, it is a remarkably fine store—the kind we need more of. Mr. Cole and General Electric have set a high and stimulating standard.

MANUFACTURER ISSUES WARNING OF CROOKED DEALING IN FRANCHISES

Mid-West Dealers Report Activity of Swindler Who Sells G. E. Contracts

An old fraud is being worked again, as the following letter from H. C. Mealey, credit manager of the Electric Refrigeration Department of the General Electric Company, Cleveland, shows:

"We were notified by our distributor in Nebraska two weeks ago, and again today by our distributor in Chicago, that an individual described as a tall dark complexioned man of the high pressure selling type, has called on dealers in the states Nebraska, Illinois and Wisconsin, presesenting himself in each case as a representative of our territorial distributor, and offering for sale sub-dealer's contracts on General Electric refrigerators for a consideration of $200 in cash.

"He has somehow secured or had printed, contracts and literature similar to our own, and has in this manner fraudulently collected from a number of dealers who thought they were buying a franchise to act as a sub-dealer in the sale of our product. Three prospective dealers in Oak Park, Chicago, were misled into paying $200 apiece for these alleged contracts. Our contracts are not for sale. The individual in question is absolutely unauthorized and is a deliberate fraud whom we should be glad to have apprehended and turned over to the police.

"We are broadcasting this information wherever we can and will especially appreciate your inserting it in ELECTRIC REFRIGERATION NEWS."

WARD CREDITORS GRANT EXTENSION OF TIME TO RAISE WORKING CAPITAL

Lack of working capital having handicapped the Ward Refrigerator Corporation of Buchanan, Mich., stockholders and creditors have agreed to grant an extension of time to the company for payment of indebtedness. Meetings were held August 2 in Detroit, at which time it was reported that officers of the company will advance the necessary capital to enable the company to continue its manufacture of a refrigerating unit.

Kelligrew Succeeds Drake

The New York Section of the American Society of Refrigerating Engineers elected F. W. Kelligrew treasurer to fill out the unexpired term of the late Charles T. Drake at a special meeting July 8. Mr. Kelligrew has been associated with the organization for a number of years.

SUBSCRIBE NOW

Subscription Rates Will Be Advanced September 15

ELECTRIC REFRIGERATION NEWS has reached the point where it is necessary to advance the subscription rates. Effective September 15, 1927, the price will be increased to $1.25 per year, or two years for $2.00. On the same date the club subscription rate will be changed to $1.00 per year in groups of five, that is, five subscriptions for $5.00.

Until September 15 you are invited to take advantage of the present low cost, namely $1.00 per year or three years for $2.00. Note that the present club subscription rate is only $0.75 per year in groups of ten, or ten subscriptions for $7.50.

In the past, sample copies of ELECTRIC REFRIGERATION NEWS have been sent out freely to everyone known to be interested in the subject in order that all might become acquainted with the specialized service being rendered by this publication. Now that application has been made for the second class mail privilege, it will be necessary to restrict the number of sample copies which may be sent to any individual during a one-year period, in accordance with the regulations of the Postal Department.

Manufacturers, distributors and dealers are urged to take action immediately by bringing ELECTRIC REFRIGERATION NEWS to the attention of engineers, salesmen, service men and other members of their organization, and suggesting that they subscribe at once while the low rate is available and in order that they may receive the advantage of this educational news service.

Use the coupon on the last page, or simply write on your letter head, "Enter my subscription. Send bill." Address:

Electric Refrigeration News
554 Maccabees Bldg.,
Detroit, Mich.

Formed condenser coils

No scale. Smooth inside. Formed and fabricated to your order. Write for Prices.
WOLVERINE TUBE COMPANY
1431 Central Ave., Detroit, Mich.
WOLVERINE
SEAMLESS COPPER AND BRASS TUBING

COMMERCE DEPARTMENT OUTLINES FIVE STEPS IN STANDARDIZATION PLAN

Representative Committee Will Make Survey and Present Recommendations

(Following is an outline of the proposed standardization program which was offered at the meeting reported in the adjoining column.)

The Department of Commerce has received numerous suggestions from manufacturers, distributors and users of refrigerators regarding possibilities for simplification and standardization of various features of such products. Among these suggestions are the following:

1. Establishment of four or five maximum over-all widths for household cabinets.
2. Establishment of standard maximum depths for ordinary sizes of household cabinets.
3. Reduction in variety of sizes of door openings.
4. Standardization of food compartment and ice or chilling unit compartment dimensions.
5. Establishment of standard terminology and ratings for capacity, insulation, etc.

In order to avoid complication and delay, it seems advisable to consider at this conference only Suggestion 1. Standard maximum over-all widths would in no way cramp individuality of design or construction and would enable architects to provide adequate space for any standard size and make of cabinet. A preliminary survey has already been made to determine what range of sizes will cover the great majority of existing standard products and satisfy consumer requirements.

The conference will appoint a Standing Committee composed of men thoroughly familiar with production, distribution and use of refrigerators, to make a final survey and tabulation of facts, and to undertake a constructive study of other possibilities, for presentation to a future conference. The facilities of the Department of Commerce will be available for the use of the Standing Committee.

The function of the Department of Commerce in this matter is co-operative only. The Department acts as a centralizing agency, to ascertain and support the best thought and practice in the industry, and to assist the industry to eliminate avoidable waste.

Says Industry Should Appreciate Directory

"Your directory should certainly be appreciated by the industry."—A. J. Prentice, Secretary - Treasurer, Automatic Freezer Syndicate, Detroit, Michigan.

LEADERS ENDORSE STANDARDIZATION OF CABINET SIZES

Cleveland Meeting Called by Dept. of Commerce Well Attended By Manufacturers

A general conference of refrigeration interests was held at the Chamber of Commerce in Cleveland, Ohio, on Wednesday, July 27, and was attended by representatives of all branches of the refrigeration industry; the National Electric Light Association; the American Gas Association; and the American Institute of Architects. Also representatives of the United States Department of Commerce; the United States Department of Agriculture; and the United States Navy Department were present.

The conference was arranged by the Division of Simplified Practice of the United States Department of Commerce as a result of numerous requests and suggestions made to the department by manufacturers and others in the industry. The department sent out a notice about ten days in advance outlining the general purposes of the conference.

The meeting was opened at 10:15 A. M. by R. L. Lockwood of the United States Department of Commerce, who outlined the services of the Department in co-operating with industry for the purpose of waste elimination. He cited examples from a number of different industry fields to show the methods employed and to indicate the results accomplished in waste elimination and consequent saving of money.

He also reviewed briefly the development of the Division of Simplified Practice, emphasizing that its function was purely co-operative and that its services were available to any industry desiring to make use of them. He also drew attention to the fact that the refrigeration industry is, after all, one business and not several businesses. The refrigerating engineer, the manufacturer of mechanical refrigerators, the manufacturer of ice boxes and the ice dealer are all interested primarily in selling refrigeration as such.

Distinction Between Standardization and Simplification

Public utility dealers and distributors are equally interested. The consumer is interested in getting the best possible value for money expended, but is seldom in a position to judge the merits of different kinds of refrigeration or of refrigerating equipment. Mr. Lockwood further explained the distinction between simplification and standardization, in that simplification is a commercial expedient having for its object the saving of money by eliminating unnecessary and immaterial differences in similar products; whereas standardization is a technical matter involving the setting up of definite standards of quality, design and performance.

LeRoy E. Kern, of the American Institute of Architects, expressed the views of the architect and builder in regard to the benefits to be obtained if outside dimensions of refrigerators, particularly widths, could be established in a certain similar range of sizes, so that the architect would be able to provide adequate space for refrigerators and be sure that the great majority of standard makes would fit. He expressed the assurance that the American Institute of Architects would whole-heartedly support any movement toward such standardization.

Leslie C. Smith, secretary of the National Association of Ice Industries, discussed the situation from the point of view of the ice dealer, mentioning the necessity of having the smallest number possible of standard-sized ice cakes, so that ice compartments and doors could be reduced in variety. Mr. Smith also stated that the association was opposed to the establishment of any standard-sized cake smaller than twenty-five pounds.

A. S. R. E. to Support Plan

George Bright, of the American Society of Refrigerating Engineers, also spoke along the same lines, stating that any movement toward simplification or standardization would not only be supported by the American Society of Refrigerating Engineers but that they would be willing to do active work along these lines.

J. F. Nickerson, of the American

(*Continued on Page 2*)

An Outstanding Sales Feature for REFRIGERATORS

WIRE'S PATENTED
"AIRTITE" CUSHION GASKET

Representatives of San Antonio, Texas, Frigidaire Territory Come from Fifty-Seven Counties of Lone Star State

The accompanying illustration shows the members of the Frigidaire organization connected with the San Antonio, Texas, branch office who held a district meeting in this city recently. The San Antonio territory embraces fifty-seven counties and has a personnel of 145 salesmen, dealers and service representatives. E. J. Hermann, manager of the local branch, has built up a most enthusiastic and progressive organization which is getting results.

The photograph was taken in front of the new Municipal Auditorium in San Antonio, and shows Mr. Hermann in the front row, center.

REFRIGERATION LEADERS ENDORSE PROPOSAL TO STANDARDIZE CABINETS

(*Continued from Page 1, Column 5*)

Institute of Refrigeration, then spoke in regard to the technical points involved in the establishment of any standard over-all dimensions, stating that in his opinion it would first be necessary to establish standards for food and ice-cooling compartments.

Speaking on behalf of the public utilities, G. E. Miller, of the Cleveland Electric Illuminating Company, including the National Electric Light Association, mentioned briefly some of the large benefits which had accrued to the electrical industry as a direct result of simplification. He said that while the public utilities were not directly interested in actual dimensions of refrigerators, they were, of course, indirectly interested because anything which would stimulate the mechanical refrigeration business would be of direct benefit to the public utilities.

F. H. Ryder, vice-president of the Harder Refrigeration Corporation, spoke on the problems encountered by the manufacturer of ice boxes in endeavoring to meet the often conflicting demands of the consumer, the ice dealer and the mechanical unit manufacturer, and expressed his hearty approval of any effort toward establishing standards acceptable to the majority of the industry.

Dr. F. E. Vandaveer, of the American Gas Association, told briefly of the standardization already accomplished in gas appliances, and expressed the belief that similar work to be done in the refrigerator industry would be of equal benefit to all concerned.

Recommends Consideration of Women's Organizations

Representing both the Bureau of Home Economics of the United States Dept. of Agriculture, and the American Economics Association, Miss Ruth O'Brien spoke to some length concerning the actual use of refrigerators in the home, bringing out a number of very interesting angles on this situation. She strongly recommended that the manufacturers in this industry consider most carefully the various women's organizations now studying refrigeration in the home, and assured the manufacturers that the services of the above organizations which she represents would be available for their use at any time.

L. S. Keilholtz, Chief Engineer of the Frigidaire Corporation, expressed great interest in possibilities for the simplification, and mentioned the experiences of his own company in studying the whole refrigeration situation before determining the size and other features of their products. He also mentioned the necessity for careful study of the size of the cooling chamber in its relation to food compartments and the influence these factors must have upon over-all dimensions.

Harold T. Pope, of the Electric Refrigeration Corporation, concurred in the remarks made by Mr. Ryder and others and further mentioned the proved advantages of simplification and standardization in other industries, particularly the automotive industry. He stated that his own company would support any action looking toward such work in this industry.

Citing as an example the enormous reduction in variety of all sorts of electrical devices during recent years, T. K. Quinn, of the General Electric Company, also mentioned the benefits gained by the entire electrical industry through simplification. He stated that in his opinion the thing to do was to make a start immediately, even on some small feature, and then go on to other and more important features as the facts in regard to them had been determined.

L. W. Eggleston, of the American Radiator Company, mentioned the cooling coils made by his company but stated that they had not developed any general data regarding standard sizes.

The meeting was called to order again at 1:45 following luncheon and Fremont Wilson, consulting engineer of New York, spoke of the advantages of simplification from the standpoint of the consumer.

David L. Fiske, of the American Society of Refrigerating Engineres, supplemented Mr. Bright's remarks in regard to the support of the society.

J. B. Ottenheimer, of Ottenheimer Brothers, Inc., discussed the question of dimensional standards and mentioned further the necessity for studying food and cooling compartment sizes before trying to reach standards of over-all widths.

Work of the American Engineering Standards committe in connection with refrigeration was discussed by F. J. Schlink, assistant secretary who promised the fullest co-operation of the committee on any matters which might involve technical standards.

Standing Committee Appointed

After some general discussion in regards to the various remarks, the following standing committee was appointed to make a study of the various suggestions which had been submitted, and to conduct a survey to find the facts in each case and tabulate them for presentation to a later conference. The suggested personnel of the committee is as follows: J. Blair Easter, Keystone Refrigeration Corporation; C. C. Spreen, chief engineer, Kelvinator Corporation; C. J. Gibson, president, Gibson Refrigerator Company; George Bright, consulting engineer; and Leslie C. Smith, National Association of Ice Industries.

The conference then voted to instruct this standing committee to proceed along the lines indicated above, each member of the committee to have authority to appoint an alternate or to appoint members of a sub-committee in his own branch of the industry. Mr. Lockwood stated that he would personally work with the committee and attend all of its meetings. Mr. Kern, of the American Institute of Architects, said that he would prefer not to be a member of the committee but to work with it through its chairman and through Mr. Lockwood.

The conference then passed a resolution to the effect that standardization and simplification, being obviously desirable, the standing committee was to proceed as rapidly as possible, present definite recommendations either by letter or to a conference, and to recommend that such action as is necessary be taken by technical or other bodies best fitted to undertake the particular work in hand.

Refrigeration Men Who Attended the Meeting

Those who attended the conference on the simplification and standardization of several features of refrigerators, held July 27 in Cleveland, O., were:

K. Harry Anderson, Universal Cooler Corporation, Detroit; Geo. L. Bennett, Sheet Steel Trade Extension Committee, Oliver Building, Pittsburgh; Geo. B. Bright, George B. Bright Co., 2615 Twelfth Street, Detroit; Lieut. J. W. Costello, U. S. N., Inspector of Naval Material, Wrenhall, Pa.

L. W. Eggleston, American Radiator Co., 5961 Lincoln Avenue, Detroit; David L. Fiske, Representing: American Society of Refrigerating Engineers, 37 West 39th Street, New York; H. W. Hibbard, The Hibbard Co., Cleveland, O.; H. M. Hildebrandt, 3438 W. 25th St., Cleveland, O., Representing: Calvert Electric Refrigeration Co., Baltimore, Md.

L. G. Hill, Haskelite Mfg. Corporation, 819 Chamber of Commerce Bldg., Chicago; R. W. Hull, Rex Manufacturing Co., Connersville, Ind.; L. C. Keely, Iron Mountain Co., 927 E. 95th Street, Chicago; J. J. Kehoe, General Electric Co., Cleveland, O.; L. S. Keilholtz, Chief Engineer, Frigidaire Corp., Dayton, O.

LeRoy E. Kern, American Institute of Architecture, 19 West 44th St., New York; J. L. Knight, General Electric Co., Schenectady, N. Y.; Harry A. DeLashmutt, Adv. Mgr., ELECTRIC REFRIGERATION NEWS, Detroit; P. H. Mallory, Warner-McCornack, Cleveland, Ohio.

William Mautke, Sanitary Refrigeration Co., Fond du Lac, Wis.; G. E. Miller, Cleveland Electric Illuminating Co., Cleveland, O.; T. F. Moran, Vogt Refrigerator Co., 616 Barrett St., Louisville, Ky.; J. F. Nickerson, American Institute of Refrigeration, Chicago; Ruth O'Brien, Bureau of Home Economics, Department of Agriculture, Washington, D. C. (Also representing American Home Economics Association).

J. B. Ottenheimer, Ottenheimer Bros., Inc., Baltimore, Md.; E. D. Pellegrin, Benjamin Elec. Mfg. Co., Chicago; Hard T. Pope, Electric Refrigeration Corp., Grand Rapids, Mich.; T. K. Quinn, General Electric Co., Hanna Bldg., Cleveland, O.; F. E. Repplier, National Refrigerating Co., 125 Munson St., New Haven, Conn.

C. G. Robbins, Construction Engineer, Cleveland, O.; F. H. Ryder, Harder Refrigeration Corporation, Cobleskill, N. Y., F. J. Schlink, American Engineering Standards Committee, 29 West 39th Street, New York; Leslie C. Smith, National Association of Ice Industries, 163 W. Washington St., Chicago; Harold A. Stone, Withington, Roberts & Wright, Swetland Bldg., Cleveland, O.

G. O. Ullin, McCray Refrigerator Co., Kendallville, Ind.; Dr. F. E. Vandaveer, American Gas Association, Cleveland, O.; R. H. Whipple, The Phoenix Ice Machine Co., Cleveland, O.; Fremont Wilson, Consulting Engineer, 50 Church St., New York City; Martin A. Gloekler, Gloekler Mfg. Co., Erie, Pa.; R. L. Lockwood, Division of Simplified Practice, Department of Commerce, Washington, D. C.

Makes Unit to Refrigerate Bottle Coolers of Liquid Carbonic Company

Copeland has a unit designed to refrigerate the bottle coolers of the Liquid Carbonic Company which are made up of a series of tubes, so constructed that when a cold bottle is wanted a warm one is inserted in one of the tubes, thus pushing a cold one from the other end of the tube. The standard Copeland single cylinder compressor is used for this installation.

The *Ice Cube* for June, 1927, also tells of a new double compressor by Copeland which will enable dealers to handle a wider field of commercial installations.

FINANCIER REVIEWS THE RAPID DEVELOPMENT OF ELECTRIC REFRIGERATION

"On January 1, 1924," says J. R. Kraus, vice-president and executive manager, Union Trust Company, Cleveland, O., "the electric refrigerator was just one of thousands of other articles that were said to have a future, but as a matter of fact, it was not getting anywhere.

"The Association of Edison Illuminating Companies had appointed a committee to start the study of the subject, which had made its report, a favorable one, in 1924. That was the crack of the pistol that started this Nurmi of the industries on its swift pace forward. The National Electric Light Association at once appointed a series of seven separate committees to investigate the various phases of the business."

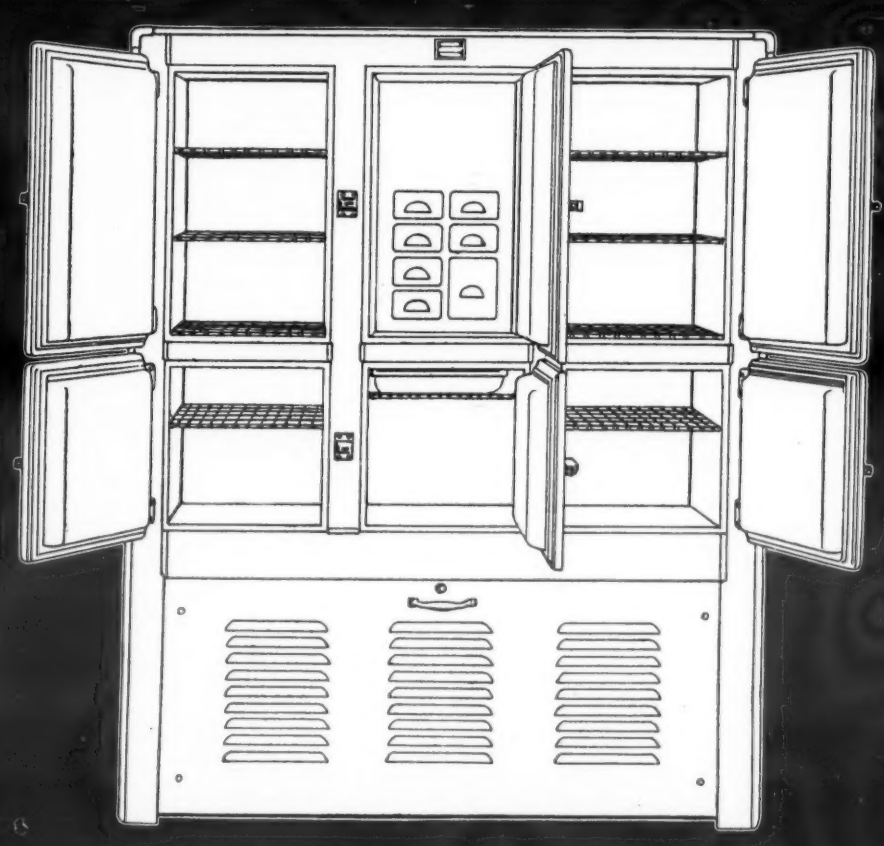
On January 1, 1927, the estimated number of domestic electric refrigerators in use was over 300,000. Over three times as many domestic electric ice boxes were sold in 1926 as were sold in 1925. The remarkable growth in this phase of the industry is shown by the following table of annual sales since 1919, and increased efficiency of design is clearly indicated in the remarkable jumps during the last two years:

1919	3,000
1920	5,000
1921	7,000
1922	11,000
1923	16,000
1924	17,500
1925	75,000
1926	200,000

According to confident expectations, the electric refrigerator will, during 1927, jump from 300,000 to a million machines and will continue to increase in sales for a number of years before reaching its normal level.—The Enamelist, Summer Number, 1927.

Copeland

DEPENDABLE *Electric* REFRIGERATION



COPELAND sales for the first half of 1927 were more than double those of a similar period during 1926. This indicates two things: a strong preference for Copeland in the consumer market, and a product which justifies that preference. In certain territories which we have not yet closed, there is an extremely profitable future for aggressive business men who are qualified to operate as Copeland distributors or dealers. We invite inquiries pertaining to the advantages of the Copeland selling franchise.

COPELAND, 630 LYCASTE AVENUE, DETROIT, MICHIGAN

CURRENT BUSINESS JUSTIFIES ESTIMATES MADE EARLY IN 1927

President of Copeland Says In Statement on Report Made for First Half of Year

In giving the figures for the first half of 1927, Wm. Robt. Wilson, president of Copeland Products, Inc., Detroit, made the following statement: "The faith we expressed in the electric refrigeration industry at the beginning of 1927, as well as our estimates of sales and production of Copeland Products, Inc., made then, are well justified in the results obtained by our organization during the first six months of this year.

"Ratio of current assets to liabilities on June 30th was over five to one. The total sales for the first six months of 1927 exceed the total sales for the whole year 1926.

"The company has no funded indebtedness or bonded debentures, and has used no bank credits. In plain it is living within its means and its program is so co-ordinated that its expenditures are regulated closely for what they will produce. Its Silica Gel investment stands on its books at a nominal figure. Its plant investment is a small part of its net worth, resolving most of its capital into working capital.

"The inventory turnover in the first six months' period was 6.1 on sales. Sales for the first half of this year were $1,414,066.18.

"In April of this year the company established factory branches in New York and Chicago. The total unfilled orders of these two branches at the present time are greater than the entire factory output in any month in 1927.

"The accounting for material and production are all set up in budget form. This enables our organization to either increase production or curtail it promptly, as conditions warrant.

"For a company with a little more than 1⅓ million dollars net worth, a net profit in the second quarter of 1927 of $202,747.33, after taxes and depreciation charges have been made, is an example of what Copeland can do in the best season of the year.

"Copeland Products, Inc., is now one of four electric refrigeration manufacturers who have national distribution, foreign representation and national advertising. We predict a bright future for the industry. We believe the above facts support the prediction."

Electric Refrigeration Called For In New Buildings

Electric refrigeration equipment is specified for the new ward and service buildings of the Newton Hospital Association, Newton, Mass. These additions are to cost approximately $1,000,000.

A modern apartment building which will accommodate twenty families is to be built at 82 Forrest Street, Stamford, Conn., by Frank J. Hyland, of Waterbury, Conn. Each apartment will have electric refrigeration. Two other new Stamford apartments, one for twenty-four families, and the other for twenty-five, will both be equipped with electric refrigeration.

Plans drawn by Frank J. Forster, architect of New York City, for a stone and brick residence to be erected for Charles W. Dunn, at Wilson Point, Norwalk, Conn., specify electric refrigeration.

MOBILE, ALA., DEALER SAYS SALESMEN MUST BE SPECIALLY TRAINED

Electric refrigerators and radio are combined by the H. M. Price Company, Mobile, Alabama, to good advantage, according to *Southern Hardware* for June, 1927. That they fit together like coal and ice, each reaching its peak sales when the other is low, and that each builds enough volume to justify the trained men necessary for the carrying of these lines, is the opinion of S. N. Roche, president of the concern.

The Price store began to handle radio four years ago, and placed fans, lamps, and other small appliances in stock to fill the gap left by the small summer sale of radios, turning only about a year ago to the electrical refrigerator.

Just as a radio specialist was placed at the head of the radio department, so a man who knew electric refrigerators thoroughly was placed in charge of them.

Mr. Roche is quoted as saying, "Selling electric refrigerators calls for special training as well as installing and servicing, and the average hardware salesman doesn't make a very successful salesman on refrigerators unless he has had the special training required," he continued, expressing his belief that the business of selling this commodity will rapidly grow into a big thing.

"Every woman wants an electric refrigerator," Mr. Roche believes. "It is a simple matter to show a woman that one of our refrigerators is more practical than an ice box. . . . We can show that it is entirely practical by referring prospects to local people who bought from us up to twelve months ago and who have since been using their machines constantly without any trouble."

The lower and more constant temperatures, the added savings because of no spoilage, the lowered danger from tainted foods, and the appeal of the dessert and salad-freezing compartments, make the special points that interest the woman purchaser.

"Coming down to costs," and here Mr. Roche is quoted again, "the cost of operating an electric refrigerator is nearly always a great deal less than the cost of keeping up an ice box, leaving out the first cost. . . . The cost of operating an electric refrigerator suitable for a small family will average, perhaps, $2.50 a month at maximum rates. The same family would spend six to eight dollars a month for ice, get a great deal less service, and probably lose food that would not be lost if an electric refrigerator were employed."

In demonstrating refrigerators in this store household machines are always shown in operation, and desserts from its freezing trays are served. Then there is no question about the desire for one, although a machine may not be sold at that time.

The usual terms on which machines are sold are 25 per cent cash and the balance in twelve monthly payments, with an added 6 per cent carrying charge added to the price.

The Little Things Build Sales for Pensacola Power Co.

It's the little things that build big sales, according to Archie Richardson, writing in *Electrical South* for July, 1927, of the sales methods of the Gulf Power Company of Pensacola, Fla. This company has increased its sales 300 per cent within the last two years, this increase being due to the type of service which follows every sale and which is handled by A. A. Hoffman, commercial manager; to window and store displays; to several campaigns; to making every employee a salesman by giving him a 10 per cent commission on sales that he makes; to cooking schools and demonstrations; to new location; and to "suggestive selling" carried on by store arrangement.

In speaking of the sale of electric refrigerators the writer says: "A relaxed, comfortable prospect is an aid in selling refrigeration," and a portion of the store devoted to this type of sale is pictured.

$333,792 Net Profit of E. R. C. for Second Quarter

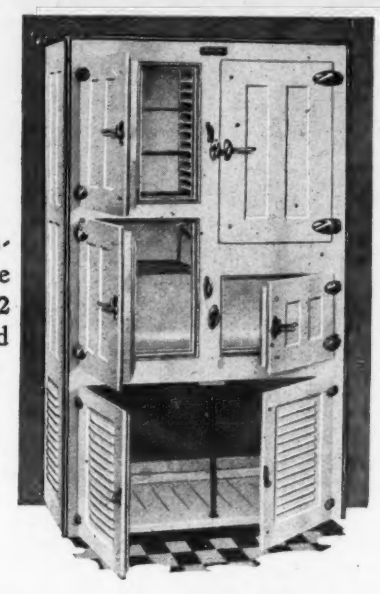
Electric Refrigeration Corp. reports net profit of $333,792 for the second quarter against net profit of $1,693,483 in the same period last year. There was a net loss of $651,410 for the nine months ended June 30th.—*Detroit News*, July 22, 1927.

Milwaukee Dealer Recommends Kitchen Setting for Display

The Philip Gross Hardware Company of Milwaukee has found that electric refrigerators sell more readily when placed in a kitchen setting, and this plan has been used to good advantage. Frequent window displays have also been used during the summer months to keep the electric refrigerator before the people.

BOHN SYPHON REFRIGERATORS

Beautiful, Distinctive. Can be had in 7, 9 and 12 cubic foot net food storage capacity.



White Porcelain Enamel inside and outside. The machine compartment is ideal for storage space where remote installation is made.

For Electric Refrigeration

Write for Full Particulars

Bohn Refrigerator Company

SAINT PAUL, MINNESOTA

These Models are on Display at our own Stores in

NEW YORK 5 E. 46th St. | CHICAGO 227 No. Michigan Blvd. | BOSTON 707-709 Boylston St.

Automatic Switches

for

ELECTRICAL REFRIGERATION UNITS

Household or Commercial

Thermostatic or Pressure Operated

NEAT — COMPACT — RELIABLE — INEXPENSIVE

Made with mechanical contacts employing a new patented make and break method.

Penn Electric Switch Company

306 12th Street Des Moines, Ia.

SPECIFY ANSUL SULPHUR DIOXIDE

The Product with a Factor of Safety

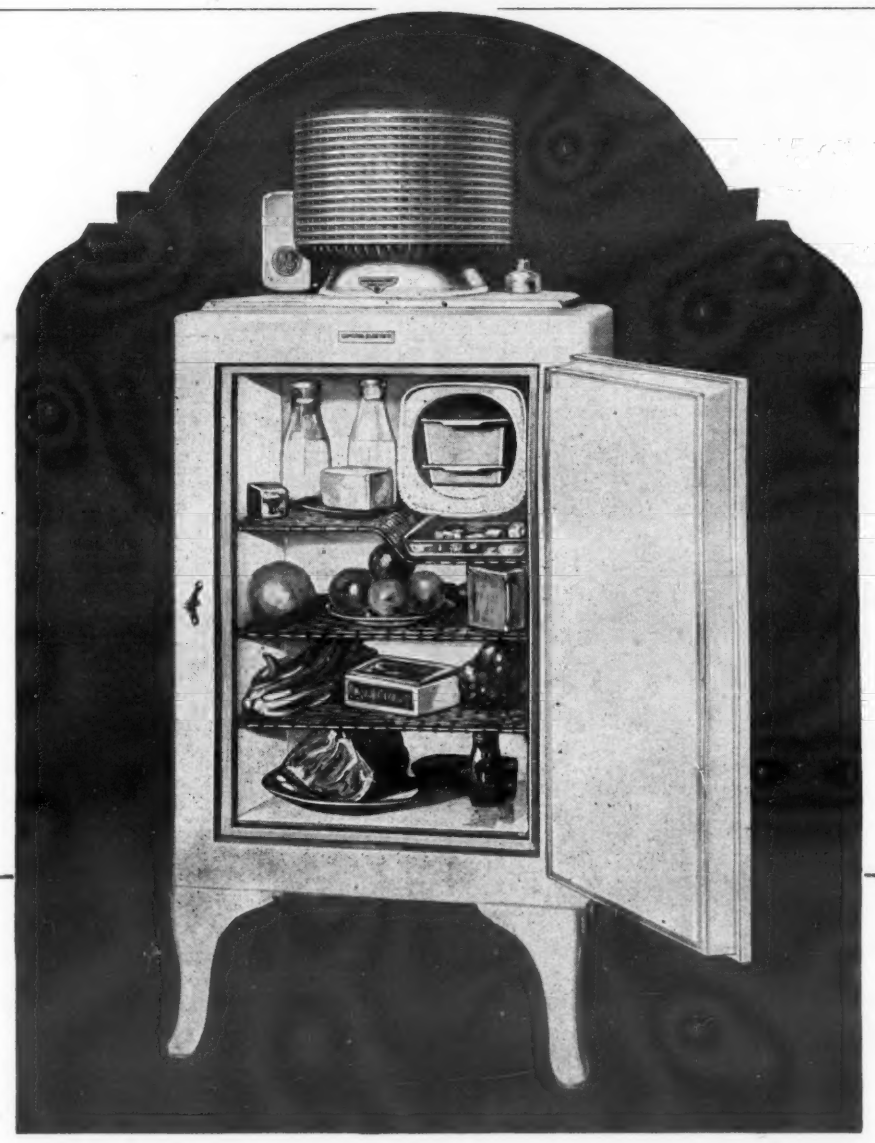
ANHYDROUS SULPHUR DIOXIDE

ANALYZED

Absolute Protection for Refrigeration

ANSUL CHEMICAL COMPANY

MARINETTE, WIS.



Installed quickly—and easily

IN designing this refrigerator, the engineers of General Electric kept the problems of the dealer well in mind.

They built it with no pipes, drains, fans, belts or stuffing boxes. They put all its moving parts inside one hermetically sealed casing—and they enclosed a permanent supply of a very special oil.

They built it so that installation merely means lowering the all-in-one icing unit into the top of the cabinet. A simple operation—and a matter of minutes.

They designed the cabinets with more-than-usual roominess and put the smaller models on legs—two features which have a special appeal to efficient housewives everywhere.

Electric Refrigeration Department
of General Electric Company
Hanna Building Cleveland, Ohio

GENERAL ELECTRIC Refrigerator

THE CREATION OF GENERAL ELECTRIC—THE RESULT OF FIFTEEN YEARS OF INTENSIVE RESEARCH

Wanamaker's "Electric Refrigeration Show" Demonstrated That Public is Well Sold on This Household Help

That the most efficient and economical methods of developing big volume of business in electric refrigerators are to be found in the field of "merchandising" rather than in "specialty selling" has been proved to its own complete satisfaction by the Wanamaker Store in New York City.

The store recently held an electric refrigerator show, in which what might be described as a number of "laboratory tests" were made, the results of which should have marked effect upon the future trend of distribution methods in this industry.

Observers who attended the show, listened to the lectures, watched the public inspection of the machines, and conversed with the sales representatives of the various manufacturers as to the results, were agreed upon a number of facts.

One of these is that the public already is thoroughly "sold" on electric refrigeration, and that the time for "missionary salesmanship" is over.

"What Will It Do?"

Another is a logical sequence to this. The public is primarily interested in what the electric refrigerator will do, rather than in the hows and the whys involved. In other words, the public is interested in the uses, conveniences and advantages of the electric refrigerator as a piece of kitchen furnishing rather than in its construction or principles of operation from a mechanical, electrical or chemical engineering viewpoint. A certain interest does attach to these things, it is true, but it is a secondary interest.

Another observation is that high price is the only serious obstacle to the sale of an electric refrigerator today by a store which has the confidence of its patrons and is willing to stand back of its refrigerators just as it will stand back of any other piece of merchandise it sells.

The high-pressure sales organizations which individual manufacturers have built up to carry the stories of their individual products directly to the consumer meet with other obstacles. Some of these are inherent to this form of selling, which is costly. Others are the result of the terrific competition of one manufacturer with another for the favor of the individual purchaser, which among other things produces a situation in which two sellers neutralize each other's efforts, permitting the prospect to slip out from between them. Such obstacles, however, are not inherent to the department store method of selling as applied at present in the Wanamaker Store, and as indicated for the future by the results of the exhibition.

Why Show Was Held

The reasons for the exhibition, the idea of which originated with the store, were both institutional and promotional. The store management was not unmindful of the growth of public interest in electric refrigeration, particularly in a city such as New York, nor of the opportunity to associate the store in the mind of the public with this interest.

Twelve manufacturers' products were exhibited. The machines shown were the Absopure, the Belding-Hall Electrice, the Copeland, the Frigidaire, the General Electric, the Ice Maid, the Kelvinator, the Lorillard, the Rice, the Servel, the Universal Cooler and the Wellsbach.

Twelve Makes Shown

The store announced these refrigerators (many of the manufacturers showing four or five different models) as "The twelve leading refrigerators, now assembled at Wanamaker's for the first time anywhere, for your inspection, study and friendly comparison."

High lights in one of the advertisements, which occupied about three-eighths of the store's page, were:

"Nationally known scientists, engineers and authorities will speak and consult with you daily on your own refrigeration problems."

Terms offered were a 10 per cent down payment and the remainder "conveniently extended." Installations were made by manufacturers' factory experts.

Lectures on Use

The "backbone" of the show, which was scheduled for a week and was so successful that it was extended for another week, was the series of addresses given by nationally known authorities on home economics and dietists, who, it was declared, did more to sell the refrigerators by their informative talks on their uses than the entire corps of manufacturers' salesmen by their arguments and technical explanations.

On the opening day, Katherine A. Fisher, director of the Good Housekeeping Institute, and G. W. Adlec, consulting engineer of the same organization, explained the subject of electrical refrigeration.

This was followed the next day by "some inside facts about electric refrigerators and how to co-operate with them," by Anne Pierce, consultant on foods and household appliances and formerly editor of the Bureau of Chemistry of the United States Department of Agriculture.

Victoria Carlsson, instructor and research assistant in household arts, Teachers' College, Columbia University, discussed the subjects of "how to put away your marketing," "where to put different foods" and "what to put them away in and why."

M. E. Pennington, a nationally known scientist and consultant on refrigeration problems, spoke on the refrigeration of milk for children and a good refrigerator as child-health insurance.

Home Economics Experts Speak

The day following, Florence Brobeck, editor of the New York Herald-Tribune Institute, explained the answers to "what our readers ask us about electrical refrigeration," and Edith M. Barber, food column editor of the New York Sun, discussed the place of electric refrigeration in "home making of the future."

"Refrigeration Cookery" was discussed by Isabel Ely Lord, editor of Everybody's Cook Book, and formerly director of the School of Household Science and Arts, Pratt Institute, Brooklyn.

Della T. Lutes, housekeeping editor of Modern Priscilla, and director of the Priscilla Proving Plant, spoke on "the electric refrigerator in the testing laboratory and at home, and what it costs to run one and what you get for your money."

In making the arrangement for the exhibition it was felt that, even though the public might be more interested in electric refrigerators from the angle of their utility rather than their engineering aspects, the only fair method of staging the show would be to have each refrigerator explained by experts from its own factory or salesforce, especially since the store already was handling two out of the twelve makes.

It was insisted upon, however, that the manufacturers send salaried rather than commission representatives, so as to insure the proper degree of courtesy among themselves and to the store's customers.

No "Knocking" of Competitor

Wanamaker's was particularly anxious to keep all of the explanation on a constructive basis, and to avoid "knocking" of competing machines by sales representatives. But it was to be noticed by those who visited the show and in the guise of prospects asked salesmen for information, that, in spite of the stringent measures the store management took to prevent it, a good bit of secret "knocking" did go on.

Whether the effect of such tactics is more harmful in cases where two salesmen show their products to the same prospect a few feet and a few minutes apart, or on different days and in different places, may be open to considerable conjecture. But about the fact that it does not materially help the sale of either product in the long run and only adds to the "high cost of salesmanship" there can be little doubt.

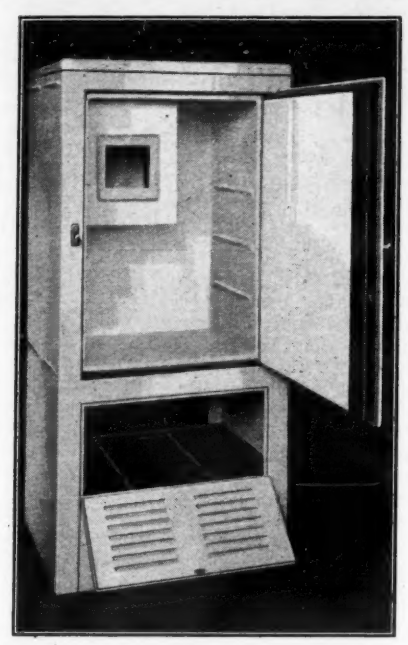
Such effects as these, however, were overwhelmingly balanced by the program of the speakers and their addresses, which were confined to the subject of electric refrigeration generally and to types and sizes of machines best suited to different requirements, rather than to differences in make or technical engineering principles.

Sales in Excess of $30,000

Just what the total sales volume resulting from the show may prove to be is an uncertainty, for the management of the store declares that new purchasers have been drifting into the department every day as a traceable result, and probably others who do not declare themselves as having been "sold" at the show are also coming in.

Checked statements from salesmen on the floor, however, indicate that sales during the show itself must have run well in excess of $30,000.

This is significant when it is considered that the purpose of the Wanamaker store in running the show was institutional and promotional rather than an effort to see what quantity of merchandise could be disposed of in a given time.—*Retail Ledger*, Second July issue, 1927.



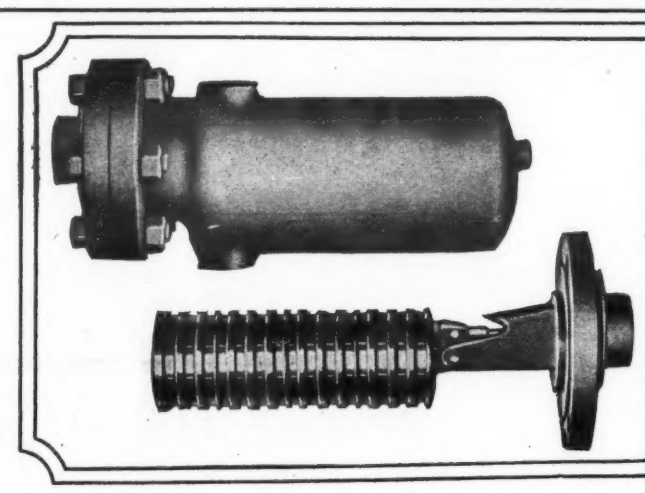
Steelprest

Refrigerator Cabinet

ANY COOLING UNIT will find this cabinet an ideal housing; beautiful, durable, substantial, hermetically sealed insulation inside and out.

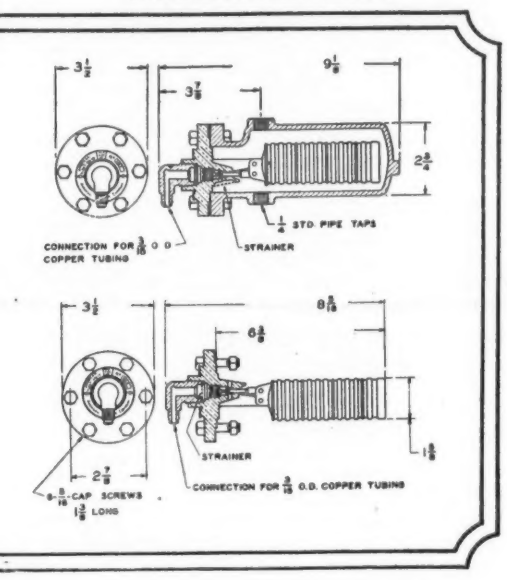
Details on Request

HEINTZ MANUFACTURING COMPANY
Front Street and Olney Avenue,
PHILADELPHIA, PA.



AMERICAN FLOAT VALVES
LOW PRESSURE AND HIGH PRESSURE

CROSS SECTIONAL VIEWS



Profits That *Stay* Profits!

Valves are made in both Low and High Pressure types, as follows:

Low Pressure Valves

Without Body

665S —for Sulphur Dioxide
665M—for Methyl Chloride
665E —for Ethyl Chloride

With Body

666S —for Sulphur Dioxide
666M—for Methyl Chloride
666E —for Ethyl Chloride

High Pressure Valves

667S —for Sulphur Dioxide
667M—for Methyl Chloride
667E —for Ethyl Chloride

Order by Number

USE THIS COUPON

AMERICAN RADIATOR CO.
Industrial Division
816 South Michigan Ave.
Chicago, Illinois

You may ship one No. 000 (_____) AMERICAN Float Valve with connection for test purposes. If it proves entirely satisfactory, I agree to pay for same, if it does not perform to my satisfaction, you agree to accept its return.

Name _____

Address _____

City _____

[Please insert name of refrigerant and No. of Valve desired in the spaces provided for same]

"Profits are not profits which are later dissipated by servicing costs," say Refrigerating Engineers. That is why we have frequently been urged of late to develop a dependable, durable Float Valve.

Our representatives in the field have accordingly investigated hundreds of installations, to study all the different employments of float valves and to learn the causes of troubles commonly experienced.

The results of the survey were turned over to the Carburetor Division of the Detroit Lubricator Company (our subsidiary), where many precision devices have been created. Their research work, which embraced tests with all refrigerants, is expressed in these newly developed—

AMERICAN Float Valves

We are confident that upon trial, Refrigerating Engineers will instantly find these valves will do their work with utmost efficiency, giving accurate, more sensitive, delicate control than heretofore thought possible—and will do this work *continuously.*

AMERICAN Float Valves are more compact than most any other form of float valves, yet they are exceedingly sturdy because of the scientific proportioning of all wearing parts to give greatest structural strength. Further, the needle is made of Monel, the seat is bronze, the head of the float is forged to the everlasting, seamless, drawn float. All valves are tested under 125 lbs. air pressure while submerged in water. The float withstands 300 lbs. pressure.

Shall be glad to send pamphlet, giving the complete story. Write *today.*

AMERICAN RADIATOR COMPANY

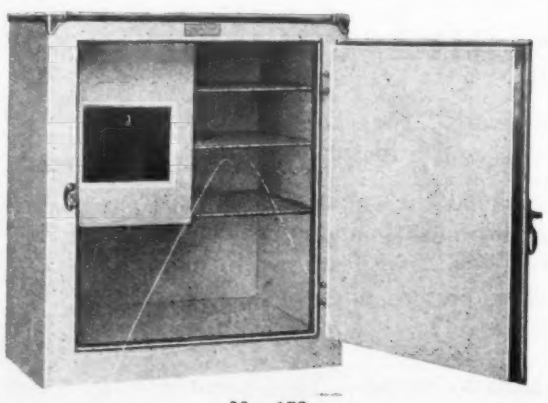
Industrial Division No. 104

CHICAGO NEW YORK KANSAS CITY BUFFALO LOS ANGELES
FACTORY AT DETROIT, MICH.

Manufacturers of AMERICAN Domestic Refrigerating Units, Commercial Refrigerating Sections, AMERICAN Float Valves, (Low Pressure—High Pressure), also special job foundry work per your designs and requirements.

Crystal and *White Steel*

APARTMENT REFRIGERATORS *for* Remote Installations



No. 652

Are going into apartment homes all over the country

Recent installations have been made in the following cities:
Atlantic City
Buffalo
Cleveland
Detroit
Columbus
Cincinnati
Chicago
Minneapolis
Tulsa
Omaha
Sioux City
Fargo
Salt Lake City
Idaho Falls
Spokane
Salem, Ore.
Vancouver, B. C.

Electric refrigeration requires an efficient cork-insulated steel refrigerator like the "crystal" or "white-steel."

In a recent test of our No. 652 connected with a Universal machine a uniform temperature of 45° was maintained with the outside temperature ranging from 75° to 90° and with machine operating only one-third time.

Sizes up to 20 cu. ft. for self-contained units and remote installations.

Write for catalog and prices and sample wall section showing pure cork insulation.

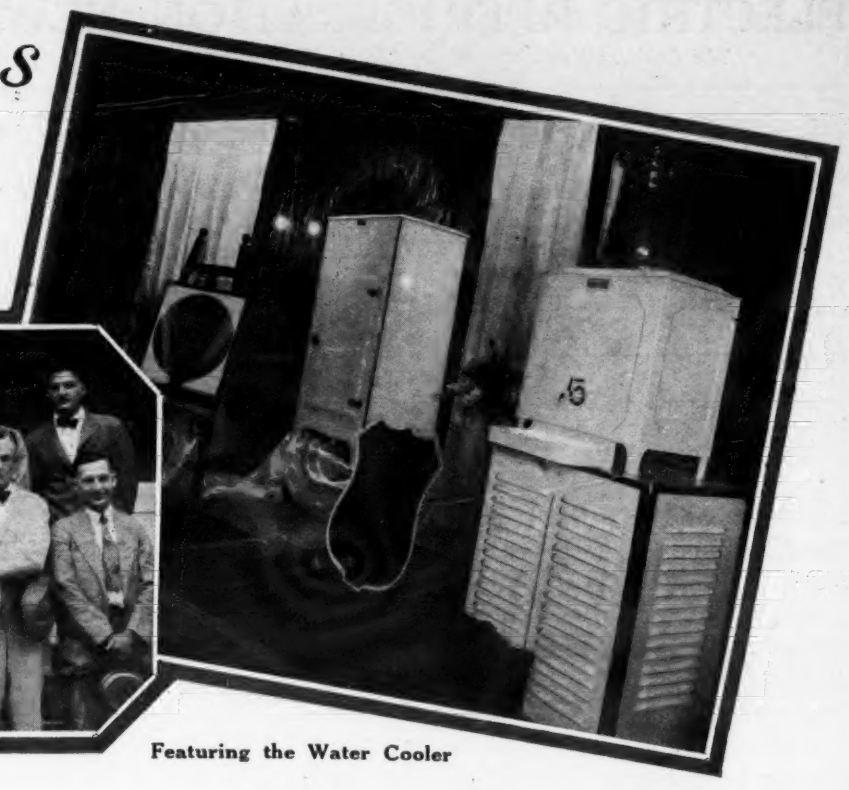
CRYSTAL REFRIGERATOR CO., Fremont, Nebr.

MAKERS OF STEEL REFRIGERATORS SINCE 1910

New Orleans

Public Service Driving Hard to Capitalize Southern Need for Electric Refrigeration

The Main Display Room



Featuring the Water Cooler

The center picture above shows the electric refrigeration salesman of the New Orleans Public Service, Inc. Reading from left to right in the first row are: Charles Hardt, R. Q. Edmonson, J. P. Maguire, C. D. Jennings, John J. Flautt, S. Watts, and A. Stiebel. Those in the back row are: F. P. Killilea, M. R. Bellinger, J. W. Woodruff, R. F. Garing, E. H. Deane, G. F. Rooney, and W. Hobson, Jr.

Another Group to Interest the Commercial Buyer

Ready to "Step on It" for the New Orleans Public Service, Inc.

ELECTRIC REFRIGERATION —A NEW SUBJECT FOR THE MAGAZINE WRITER

That there is a great interest in electric refrigeration is shown in one way by the many articles in the important magazines of national circulation which have used material on this subject this summer.

Take for example, "You Can Cook in the Cool of the Morning," by Dorothy B. Marsh and Arthur J. Donniez, of the Good Housekeeping Institute Staff, which appeared in the July number of *Good Housekeeping.*

Arts and Decoration, in both its April and May issues, had articles on refrigeration, in which electric refrigeration had a part.

In the May number of the *Delineator* "Temperature in Automatic Refrigeration" was discussed. *McCalls,* in July, had an article by Sarah Field Splint, "She Asked Me About an Electric Refrigerator," which is entirely reprinted in this issue of ELECTRIC REFRIGERATION NEWS.

In both the May and June issues of *The Ladies' Home Journal* there were articles on electric refrigeration. One, "Food Preservation in an Electric Refrigerator," was by Millicent Yackey, editor of the Better Housekeeping Department of the magazine, and the other, "Refrigeration Cookery by Electricity," by Mable Jewett Crosby.

LIBERTY TELLS STORY OF ELECTRIC ICE MAN

"The electric ice man, clean-footed and silent-footed, incapable of upsetting the cream or sampling the home-brew, won a quarter of a million new customers last year," says Harper Leach, in "Freezing Out the Iceman—The Story of Electric Refrigeration," in *Liberty* for July 30.

The new ice man does not expect, according to Mr. Leach, to replace the backfield stars of the gridiron, training to become members of the All-American teams of the future, in all or in more than a fair percentage of American homes, but he does expect to pass the stage represented in the history of the automobile industry where there were those who said:

"Well, I wouldn't own one of the noisy, smelly things—but, if I did I'd want an Oldsmobile."

"Mechanically, the electric refrigerator has reached a stage of development commensurate to that of the most modern automobile," to quote Mr. Leach still further. "Industrial scientists were quick to recognize that it represented a factor in human life as fundamental as the campfire, and to engage themselves in its perfection."

Experimental machines, the reader is told, have been on the market since the first years of the twentieth century, with this industry, having happen to it what happened in the automobile industry—a long period in which no one could be certain what the prevailing type would be.

"Today the electric motor-driven refrigerator has stepped ahead of other types, and sales for 1927," he prophesies, "will certainly go ahead of half a million units."

CHICAGO FIRM OFFERS HOME STUDY COURSE IN ELECTRIC REFRIGERATION

The educational division of the Utilities Engineering Service of Chicago is offering a home study course in electric refrigeration.

It is designed to permit a man to stay on his job and yet study the fundamental principles of the industry. It is intended for executives, salesmen, mechanics and service men, and gives them a detailed knowledge of all types of electric refrigerators.

The course consists of forty-eight lessons and the topics treated are as follows:

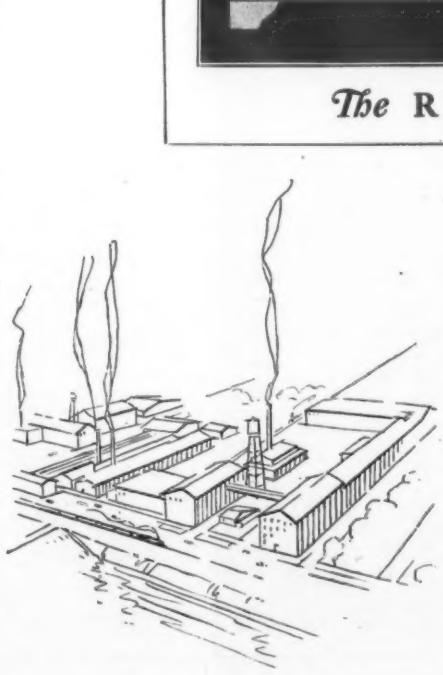
Refrigeration industry, preservation of foodstuffs, heat and cold, refrigeration principles, ice and freezing, evaporation system, absorption systems, properties of refrigeration, compression principles, compressor power, commercial compressors, condensors, expansion valves and chambers, freezer boxes, thermostats, electric motor drives, machine layouts, piping systems, standard pipe and fittings, elementary calculator, absorption systems, miscellaneous systems, reading blue prints, estimating blue prints, multiple station systems, brine circulation systems, refrigerator construction, cooler construction, installation of refrigerator plants, maintenance and repairs, the electric motor, motor trouble charts, simple motor repairs and adjustments, electric wiring notes.

Directory "Extremely Valuable"

"We consider the information given in your Electric Refrigeration Directory extremely valuable and very complete, and are making good use of it."—H. C. Lint, Wood Conversion Company, 360 North Michigan Ave., Chicago.

The REXDALE Model

ARMCO Ingot Iron



Building fine metal cabinets, exclusively—concentrating on this one product in the refrigerator field—Rex naturally produces cabinets that are unexcelled.

Rex
REX MANUFACTURING CO.
CONNERSVILLE, IND. U.S.A.

FINE METAL CABINETS FOR ELECTRICAL REFRIGERATION

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Electric Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY

BUSINESS NEWS PUBLISHING CO.

554 Maccabees Building, Woodward Avenue and Putnam Street
Detroit, Michigan. Telephone: Northway 4243-4244

Subscription price: $1.00 per year; three years for $2.00
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AUGUST 3, 1927

Juggling Heat

"Civilization consists largely in the skillful juggling of heat." The foregoing is taken from an article entitled "Freezing Out the Ice Man—The Story of Electric Refrigeration," which appears in last week's issue of *Liberty*. If Harper Leech, the author of the article, is the first to express this profound thought, he has made a most interesting contribution to the interpretation of the fundamental character of the service rendered by electric refrigeration.

Historians make much of the discovery of fire as a turning point, if not the beginning, of civilization. The cooking of food still represents a dividing line between savagery and civilization. The steam engine, the gas engine, electric light and other outstanding developments of modern times are all examples of the "skillful juggling of heat."

Perhaps the simplest explanation of the operation of the electric refrigerator is that it "bails heat out of a box as you would bail water out of a bucket." While this explanation fails to explain, it at least has the advantage that it does not confuse the layman when it comes to understanding the instructions for the proper use of the appliance. The electric refrigerator is truly an ingenious device for the "skilled juggling of heat." It is certainly a tremendous stride in the advancement of civilization.

In 1927 Electric Refrigeration Is IT

In the article mentioned are two paragraphs which suggest further comment. The author says:

"Just at present electric refrigeration is the new adventure of American industry. In the last few years, automobiles, the manufacture of small electric machinery, movies, and radio have at one period or another occupied the frontier industrial position, and have drawn to themselves the vanguard types of promoters, producers and salesmen.

"Maybe airplanes will occupy that position next, but in 1927 there's no question but that the electric cold box is IT. They are turning them out on production schedules never approached before except in the motor industry."

The End Is Not in Sight

The time may come when electric refrigeration will cease to be news. This publication, along with the entire industry, is looking forward to the time when electric refrigeration will become a commercial and household commonplace. Already some observers are beginning to wonder how long it will take the manufacturers, with their present production programs, to saturate the market. Friends of the editor have even raised the question as to how long it will be until the field of service for ELECTRIC REFRIGERATION NEWS has passed out of existence.

Possibilities of the Future

Without attempting to cast a prophetic eye into the too distant future, it may be of interest to suggest some developments of electric refrigeration which may be expected within a reasonable time. For example:

The Eskimo Pie Corporation is reported to have designed a machine for the automatic vending of their product and this suggests the possibility of a wide variety of food vending machines heretofore impracticable because of the problem of preventing spoilage.

The experiments being carried on by certain railroads in equipping dining cars with electric refrigeration, indicates the approach of the time when all Pullman cars, and even day coaches, will be provided with electric refrigeration for water cooling. Perhaps cabinets will also be installed where the porter or news-butcher may keep sandwiches, bottled milk and other refreshments for passengers.

The popularity of touring and the increased use of the automobile for business travel suggest the need for a unit which will enable us to carry wholesome food to remote regions and free ourselves from the menace of the highly-seasoned and uncertified hot dog.

And of course, there will be an electric refrigerator for the coming transcontinental and overseas air service, constructed of the lightest materials to meet the exacting requirements of the aeronautical engineers.

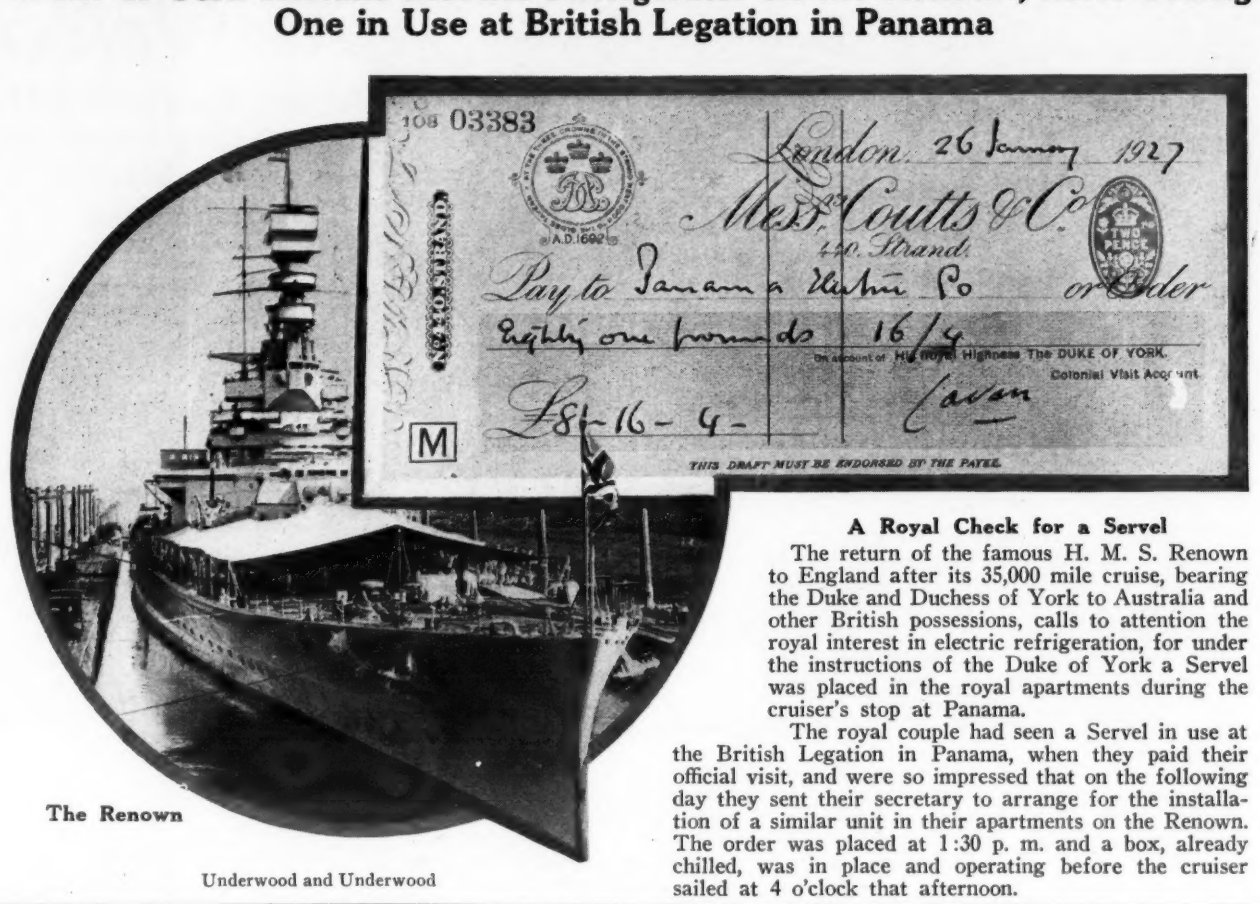
Endless Commercial Applications

In the commercial field we might suggest an endless variety of equipment which will be designed to fit the special needs for all sorts of business and to fulfill the demands wherever food and drink is kept and wherever people live, congregate or travel.

Nineteen twenty-six was a big year in electric refrigeration. Nineteen twenty-seven is bigger. We believe that nineteen twenty-eight will see the industry beginning to get really under way on a program of development. It may be several years before the public fully appreciates the real significance of electric refrigeration service.

Readers of ELECTRIC REFRIGERATION NEWS are continually expressing their surprise and delight with the growth of the publication. The enlarged scope of editorial and advertising columns reflects, with a fair degree of accuracy, the expansion of the industry and the ramifications of its interests.

Duke of York Installs Electric Refrigerator on the Renown, After Seeing One in Use at British Legation in Panama


108 03383
London 26 January 1927
Messrs Coutts & Co
440 Strand
Pay to Panama Electric Co or Order
Eighty one pounds 16/4
On account of His Royal Highness The DUKE OF YORK.
Colonial Visit Account
£81-16-4
M
THIS DRAFT MUST BE ENDORSED BY THE PAYEE.

The Renown

Underwood and Underwood

A Royal Check for a Servel

The return of the famous H. M. S. Renown to England after its 35,000 mile cruise, bearing the Duke and Duchess of York to Australia and other British possessions, calls to attention the royal interest in electric refrigeration, for under the instructions of the Duke of York a Servel was placed in the royal apartments during the cruiser's stop at Panama.

The royal couple had seen a Servel in use at the British Legation in Panama, when they paid their official visit, and were so impressed that on the following day they sent their secretary to arrange for the installation of a similar unit in their apartments on the Renown. The order was placed at 1:30 p. m. and a box, already chilled, was in place and operating before the cruiser sailed at 4 o'clock that afternoon.

Woman's Editor, in Radio Talk, Gives Three Reasons for Making Electric Refrigeration an Integral Part of Home Economy

By Winifred Wishard, Editor Home Bureau, Pictorial Review

Ever since Ben Franklin's kite snatched that flash of electricity from the clouds, the world's greatest indoor and outdoor sport has been the evolving of new tasks for this chained servant. We ride, we sail, we fly, we see, we hear; we talk, we sew, we knit, we wash, we scrub, we dust, we cook, we heat and we freeze by electricity. Strange to say, we have arrived at the freezing point last in our domestic economy, but—we have arrived!

So much has been said on certain phases of electrical refrigeration that I believe unconsciously we instantaneously associate the words "electrical refrigeration" with cute little cubes of ice that merrily clink in tall, thin glasses or frozen desserts that lure one with their ease of concoction and tantalizing variety. Occasionally, it is true, we are led into the byways and highways of mechanism to become hopelessly confounded and entangled in technical parlance. But the raison d'etre of electrical refrigeration I do not feel has been sufficiently stressed. If electrical refrigeration is not fundamentally a part of your home, if it means to you only gay little chunks of ice and frozen desserts, you may well question the advisability of ownership, for after all there is more to the scheme of living than cold drinks and delightful ices.

But in my opinion, you have heard only half of the tale if it is this lighter vein that has beguiled you.

For these three reasons electrical refrigeration can be made to work for you and become an integral part of your household economy.

The convenience of the refrigerator cannot be questioned. It makes you independent of ice deliveries. You may go away for days at a time and on your return find the icebox still on its job and your food fresh and usable. Your cleaning is also reduced. No more emptying of ice pans, if you happen to be so afflicted, or tracking down the ice man with the mop.

The actual saving in food is a basic advantage. Food spoilage is greatly decreased by electrical refrigeration due to the uniformity and degree of temperature. It has been proven that food when allowed to remain in a temperature above 50 degrees decays rapidly and bacteria multiply 400 times more quickly than when kept in a temperature below 50 degrees, which is the danger line of food deterioration. A uniformly low temperature is maintained with electrical refrigeration. When the temperature rises to a given point the electric motor starts up and the temperature is accordingly lowered. Thus one of the strong points in favor of electrical refrigeration is the convenience of having at all times cold storage without needing to give the matter any thought.

And my third consideration is the economy of time. Electrical refrigeration enables the housewife to market twice a week instead of daily, knowing that all foods purchased will keep over a period of several days. Incidentally, this results in a financial saving, as quantity purchasing is always more economical. A day's menu may also be planned in advance, a large part of it being stored in the refrigerator and ready to serve.

These several points are my brief for electrical refrigeration, and lest you feel that my talk has been all theory and no practice, I am giving you these recipes which are excellently made in the electrical refrigerator but can also be made in the iced refrigerator:

Chilled jelly consomme is a delightful divergence from the usual. Add to a can of consomme the recommended quantity of water, season it to taste with salt, pepper and paprika and add one teaspoonful of dissolved gelatin. Into the bottom of each cup place one-half teaspoonful of chopped hard-boiled egg and fill the cup half-full

(*Continued on Page 12, Column 4*)

Convenient Service Record Card, Approved by Utilities, Offered by Electric Refrigeration News

.....Company

.....
Unit

REFRIGERATION RECORD AND SERVICE DATA

Salesman.....Date of Sale.....

Consumer.....Address.....

Location Unit.....Serial No.....

Motor Mfgr.....Motor No.....

Type of Condenser.....Drive .....

Model.....Cooling Unit.....

Make Refrigerator.....Total Cu. Ft.....

Ice Compartment Width.....Depth.....Height.....

Condition.....In Use.....

Installed by.....Date.....

Meter Installed.....Date.....

How to Obtain Cards

Above is shown the "Refrigeration Record and Service Data" form developed by W. E. Clement, of New Orleans Public Service, Inc. The reverse side of the card is shown, in part, on the right. ELECTRIC REFRIGERATION NEWS has printed a supply of these cards (size 5 by 8 inches) and will furnish any quantity desired at $2.00 per hundred, parcel post prepaid.

SERVICE

Date	Trouble	Material Used	Time	Cost

"EVERY SALE RIGHT" IS CHICAGO SALESMAN'S MOTTO—AND IT WORKS

Tells of His Successful Methods and How He Handled a Difficult Buyer

"I try to make every sale right when I make it." These words of H. A. Hall, salesman for the Stover Company, Chicago, form the underlying principle that has been a big factor in his success, which is told of in *Sales Management* for April 16, 1927.

Mr. Hall, as he himself puts it, had "scarcely ever seen the inside of an ice box" when he took up the selling of electric refrigerators, but within nine months he had made the Frigidaire honor salesmen's club.

He began by ringing doorbells, according to A. R. Hahn, who tells Mr. Hall's story, and after three months of work in his territory, he had all the leads he could work on—all furnished by satisfied customers.

Some of the factors in his success are: He looks upon his work as a service, taking for granted that every home owner is interested in refrigeration. He works in the evening, when he can see both husband and wife. He works on Saturday and Sunday. He keeps the buyers' attention centered upon what his product will do, but when the prospective customer has something else on his mind he defers the appointment until a time when there is no restraint between himself and the prospect.

Keeps Faith With Customer

The fact that Mr. Hall keeps faith with his customers has supplied him with a stream of new prospects. He judges carefully when to sell and when to stay away from a buyer. He makes friends with his customers.

One of the most impressive things about his selling is the amount of selling ammunition which he has at his command, including a scrap book which he has made. He says that the only possible objection that he cannot meet is the one "Absolutely no money to buy."

The way in which Mr. Hall handles a wary buyer is told in the following paragraphs. This was one of the few times when he did not know the business connection of his buyer before beginning his sales work.

"On my first call," he said, "I saw that he was the skeptical type of buyer. I told him my complete story and employed a variety of tactics to get him warmed up to the closing point. But he balked at the price when I told him we gave no discounts. He felt as though he were entitled to a discount, and he kept reminding me that a machine sold by one of our competitors was priced $35 cheaper.

The Wary Buyer

"I made half a dozen calls without succeeding in selling him. Then one day I received a telephone call from the office of this big company—I still didn't know my prospect had any connection with this particular concern since there had been no reason, in our talks at his home, to inquire, and he was not the type of individual to vouchsafe the information. The purchasing agent told me briefly that they were thinking of installing electric refrigeration in the company cafeteria, and he wanted some information on the subject. I gave it to him. He seemed favorably impressed and after I had figured the price of the equipment, which was in the neighborhood of $1,100, he said, as though it were already an established fact: 'I suppose we get a discount?' I told him, as tactfully as I could, that we didn't give discounts to anybody. This didn't make such a favorable impression and after debating the point back and forth for a while he asked me to have my sales manager verify my stand. Using his telephone, I called my sales manager, who only confirmed my story. The purchasing agent concluded my call with the half-jocular remark, 'Guess you don't need our business'—but as I stepped through his door I ran into an old friend of mine and a minute's conversation developed the fact that he was the personal secretary of my tough prospect, who had put his purchasing agent up to telephoning me about the cafeteria job, just to see if my stories hung together!

Nailing a Tough One

"'Don't you know,' my friend said to me, 'that you are dealing with one of the most careful buyers in this section of the city? He's known far and wide as an extremely difficult person to sell anything to, much less a five hundred dollar refrigerator!'

"Shortly after this, the manager of operations and his wife came into my display room and in his fussy, sober way he said he'd decided to do something about this refrigeration business.

"'I'm glad,' I said, 'that you've decided on Frigidaire.'

"'Oh, but I haven't!' he hastened to assure me. And in his hand he prominently displayed a piece of sales literature from one of our competitors. 'Do I get a discount or don't I?,' he demanded, coming back to the old question. 'Your machine costs $35 more than Blank's machine, you know.'

"I thought it time to call his bluff. 'Mr. _____,' I said frankly, 'I have told you the whole story of Frigidaire, and if I haven't already shown you why my machine is worth $35 more than my competitor's, I can't do it now.'

"He bought the Frigidaire. And later I saw in his office one whole section of a filing cabinet filled with iceless refrigeration literature. He had investigated practically every type and make of refrigerator on the market!

"Not long after this I received a telephone call from one of the vice presidents of the same company, whom I also sold. The manager of operations had such a wide reputation for being a careful buyer, that when he did buy something and pay the full price for it, all his friends and associates were convinced that it was good.

"I have made two more sales to other officers of that company since then, and three others are now among my best prospects. All this business has developed, I feel sure, because I took care to make that first sale right."

Reports First Patent Granted in 1899 on Complete Mechanical Refrigeration, Electrically Driven

Room 253, Patent Office,
Washington, D. C.,
July 21, 1927.

Electric Refrigeration News,
554 Maccabees Bldg.,
Detroit, Michigan.

Gentlemen:—

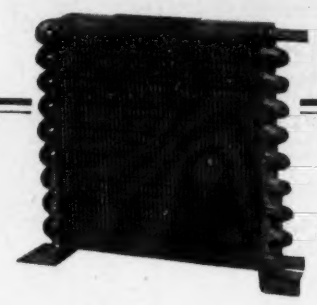
The first patent granted on a refrigerator having housed therein or thereon a complete mechanical refrigerating machine electrically driven, was to Albert T. Marshall of Brocton, Mass. No. 630,616, Aug. 8, 1899. This patent was assigned to the Automatic Refrigerating Co. of Hartford, Connecticut. It is understood that the refrigerator did not go into extensive use, but a number were made. This company is still quite active in the manufacture of other lines of refrigerating apparatus.

In the patent to Alexander T. Ballantine of Cleveland, Ohio, No. 476,358, June 7, 1892, there is shown a refrigerator of the domestic type, equipped with a complete mechanical refrigerating unit, but it was driven by a water motor. This patent was assigned to the Domestifroid Company of Cleveland. It is not known whether or not any of the machines were ever marketed or not. I have no recollection of seeing them mentioned in the trade literature.

Yours truly,
(Signed) CHARLES H. SHAFFER.

Americans Use More Electricity Nowadays

The ordinary daily life of the average American is growing more electrical every year. In 1925 the average home in this country used 365 kilowatt-hours of electrical current or about enough in a day to operate 20 ordinary house lamps one hour. In 1926 the consumption had grown to 400 kilowatt-hours per family, an increase of about 10 per cent. The rates throughout the land experienced a slight decrease so that even though people used one-tenth more electricity, the average family bill for the year 1926 was only $29.24 as compared with $27.89 the year before. These statistics are the result of a nation-wide survey made by *Electrical Merchandising*.



Flintlock Condensers
Are Uniformly Efficient

Because: The fin is an integral part of the Tube

Our Booklet Tells the Story
Write for It

FLINTLOCK CORPORATION
4461 Jefferson Avenue
Detroit, Michigan

FERRO enamel sales first half 1927 greater than entire 1926 sales.

FERRO leads the world in sales of porcelain enamel and furnaces.

Why not buy from the leaders?

THE FERRO ENAMEL SUPPLY COMPANY
Cleveland, Ohio

Thousands of Food Merchants Know by Experience

HERE is a new McCRAY case which attracts trade by making it easier to shop. It builds sales by displaying appetizing foods in a tempting manner. It speeds up service, cuts out spoilage, reduces expense and increases profit, as thousands of food merchants know by experience.

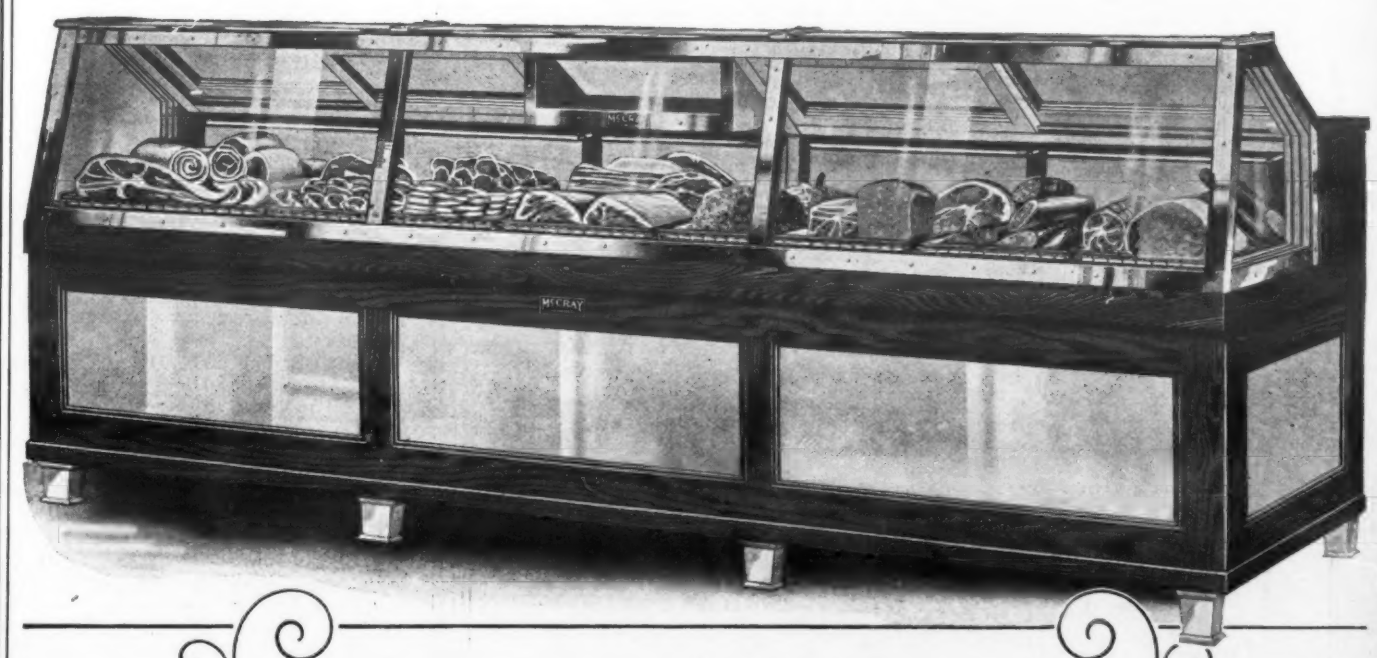
The McCray No. 103, used with mechanical refrigeration of any type, or with ice, keeps perishable foods perfectly in their original freshness and flavor. And the cost of operation, with either machine or ice, is exceedingly low, as any user will tell you. More than a third-of-a-century's experience is embodied in this new McCray case. For every refrigerator need there is a McCray model of suitable size and style, not only in stores and markets, but in hotels, restaurants, hospitals, institutions, florist shops and homes, as well.

PURE CORKBOARD INSULATION, sealed with hydrolene cement, insures perfect air-tightness, efficient refrigeration. All McCray models may be used with any type of mechanical or electrical refrigeration. Whatever your need, send now for complete information about McCray equipment to meet your specific purpose.

Food Merchants, ask about our easy payment plan

McCRAY REFRIGERATOR SALES CORPORATION
Dept. 66, Lake St., Kendallville, Ind.

McCRAY
REFRIGERATORS



A New Model for Homes | Popular Cooler for Markets | For Hotels, Institutions, etc. | For Grocery Stores | For Florist Shops

WHY I LIKE THE ELECTRIC REFRIGERATOR

One of a Series of Interviews the Society for Electrical Development Has Had With People Who speak from Their Own Experience.

It Makes Hospitality Easy in Small Communities

By Shirley Eleanor Dane

Those who deride the monotonous days lived by residents of the "Bible Belt" depicted in Spoon River Anthology might profit from an afternoon in the hospitable home of one who finds life very full of worthwhile interests in a town of 2,500.

"We can't entertain in our small town hotels as you do in the city, for obvious reasons, and there is no cateress," said this woman of Farmington, Ill. "Even maids are out of the question because village life is too quiet. But lack of help doesn't keep us from entertaining! Not in these times of electric refrigerators and other mechanical helps that lighten our tasks.

Parties Are Little Trouble

"Last summer my husband's sister visited here for a week. It was the first time she had been back for fifteen years, so I gave a series of parties at which she could meet all her old friends. The guests came by automobile from towns around here within a radius of seventy-five miles.

"It is safest to assume that days will be hot in summer, but these last two years we have had sudden extraordinary spells of cool and rainy days. For that reason I had to plan for menus that could be served hot or cold. Chicken is most adaptable that way—salad if the day is hot; creamed or a la king or with baking powder biscuits, if it's a bit cool.

No Food Spoils

"Though there are but four in our family, and only two in the winter, we chose a large electric refrigerator because we keep quite a supply of food all the time—you can do it with an electric, you know, and none spoils. I like to be able to decide between several possible combinations of food when we have company unexpectedly. Friends from several neighboring towns look in on us as they pass through on business or pleasure.

"But I was telling you about the luncheons and dinners I gave last summer for Beth and her daughter. Whether the days turned out hot or cold I knew that plenty of ice cubes, a frozen dessert and a fancy salad would be necessary for each meal. The rolls, cakes, relishes and main dish would be unchanged except in the manner of serving hot or cold.

Day Before the Party

"The day before each party I baked a ham and stewed and shredded the chicken meat while my daughter and her cousin cut up fruit, prepared the vegetables, counted the silver, china and glassware. There were to be eighteen for luncheon and twelve for dinner on the day following the luncheon.

"While the chicken was cooking I made the luncheon dessert—walnut maple mousse—by adding black walnuts and maple syrup to whipped cream. I have special pans that fit the freezing chamber in my refrigerator. In the afternoon I removed these two pans, fited the covers on and set them in the bottom compartment until the next day. That long 'ripening' improves the flavor and leaves the freezing chamber free for making ice cubes.

"My refrigerator makes 96 cubes of ice at a time, but I made extra cubes in advance and set them in a bowl on the lower shelf. Then I was all ready. The next day the party went off with very little work and so did the dinner the second day. That's the way we did things each time we entertained. Cold and home-made ice help a great deal.

Now in the Old Days

"In the old days we had to drive twelve miles for ice, use part of it to be ground for the old freezer, and then waste the best part of what was left in chopping up pieces for the drinking water. Crisp salads and fancy desserts were out of the question then, but today I can offer my guests food prepared in my own kitchen that rivals the service of the best hotels. And, best of all, I love to do it. I wouldn't want to live any place else for all the world!"

Branch of Gilchrist Co., Large Boston Department Store, Which Features Electric Refrigeration

ELECTRIC REFRIGERATION TO BE MAJOR INDUSTRY

C. K. Nichols of N. Y. Edison Says It Is Valuable Addition to Power Companies Now

Plants of the Frigidaire Corporation were visited July 21 by the refrigeration committee of the Association of Edison Illuminating companies, preliminary to the committee's regular monthly session. The committee represents the refrigeration division of the bulk of America's electric light and power companies.

The committee is headed by C. K. Nichols, of the New York Edison Company. Electric refrigeration is to become one of the nation's major industries, and is already proving a valuable addition to the business of power companies, Mr. Nichols has found in his work as chairman of the committee.

"Electric refrigeration is important because it fills a definite commercial and household need," the chairman said. "It gives a very necessary service at low cost, and in addition makes it possible to do away with many troublesome inconveniences. It is rapidly taking its place alongside the automotive industry as the general public becomes familiar with its advantages."

The committee members are: C. K. Nichols, New York Edison Company; R. H. Tillman, Consolidated Gas Company, Baltimore; F. D. Pembleton, Public Service Corporation of New Jersey; A. D. McLay, Detroit Edison Company; H. E. Young, Northern States Power Corporation, Minneapolis, and H. S. Drew, Commonwealth Edison Company, Chicago.

The committee was accompanied to Dayton by W. R. Winans, head of the Frigidaire public utilities division of New York. The visitors were luncheon guests of Frigidaire Corporation at the Engineers' Club, Thursday noon.—*Dayton Herald*, July 21, 1927.

Says "News" Serves Everyone in the Industry

"We consider your most wonderful little paper the finest thing that has ever appeared in the electrical industry, with which we have been connected for the past seventeen years, both in the production, as well as in the retail sales, fields.

Many of the publications devoted to the various phases of the electric industry occasionally devote some space to the problems of electric refrigeration, but none of them can possibly compare with your service, which is of inestimable value to everybody in the electric refrigeration industry, from the service man to the highest executive. Keep up the good work."—O. A. Brandel, sales manager, Leo J. Meyberg Co., San Francisco.

Let G. P. & F. shoulder your stamping problems

From designing to finishing, G. P. & F. engineers are equipped to make your stamped and pressed parts from *any* metal.

Backed by 47 years' experience, G. P. & F. recommendations can be banked on—for correctness—for economy in production.

And the G. P. & F. 15-acre Plant has every known facility for carrying out such recommendations or to meet your own specifications—at the lowest price consistent with quality—and to ship your order on the promised date.

Get This Book

Write for the booklet "Stampings"—describing your present problems.

GEUDER, PAESCHKE & FREY CO.

Sales Representatives in principal cities in all parts of the country

1366 St. Paul Avenue, Milwaukee
345 W. Ohio Street, Chicago

G.P.&F. SERVICE
"KNOWING HOW SINCE '81"

HIBBARD DRY COLD BEVERAGE CABINETS

ELECTRICALLY OPERATED

Model No. 100

HIBBARD CABINETS ARE SOLD by Leading Light and Power Companies and by Frigidaire Dealers everywhere. For further information, please mail in attached coupon.

HIBBARD CABINETS have changed overnight the bottling business from the TUB AGE to the ELECTRIC CABINET AGE.

In this change, the Power Company has replaced the Ice Company; and all the mess attendant on the use of ice, has given way to a sanitary and efficient means of serving Bottled Beverages *cold* and *dry*.

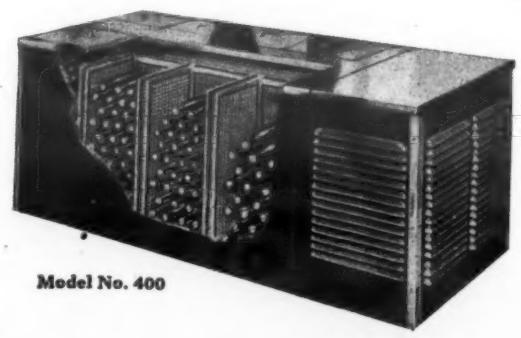
As a Load Builder, the No. 400 Hibbard Cabinet is equal to 6 household refrigerators.

As a business-getter, the Cabinet supplies a long-felt need, both for the Bottler and the Retailer.

HIBBARD CO.,
Hibbard Bldg., Cleveland

Please mail me catalog showing models, prices, etc., of Hibbard Cabinets.

Name .....
Street .....
City .....
State .....



Model No. 400

THE HIBBARD COMPANY

HIBBARD BUILDING :: :: CLEVELAND, OHIO

Patents Issued and Pending

"We Investigated 6 Other Makes"

"Our picking Electro-Kold has been rewarded in more satisfactory business"—Kern Valley Electric Co., Bakersfield, Cal. The Electro-Kold Corp., Spokane, Wash., U. S. A.

ELECTRO-KOLD
The Simplest Electric Refrigeration

Trade Mark Reg. U. S. Pat. Off.

Wilder Metal Sheets

The Proven Product for
Brine Tanks : Cooling Units
Inside Linings : Refrigerator Parts

Let us send you samples for your experimental shipment. Our mill warehouse is at your service for prompt shipments

WILDER METAL CO.
NILES, OHIO

The Big Money Goes to Salesmen Who Know How to Use "Pride of Ownership" Appeal

"Within four years America has become 'refrigerator conscious,' knowing more about the proper food preservation and insulation than of calories and vitamines. Ice cubes have attained a social distinction. 'Pride of ownership' as a buying motive has come into a new significance, according to the personal statements of leading distributors. It has far out-stripped utility and convenience, although these two features were by the manufacturers imagined to be the key to women's hearts and therefore to sales."

This is the opening paragraph in a discussion of "Domestic Refrigeration Faces Its Adult Problems," by H. A. Haring in *Advertising and Selling* for July 13, 1927. The article is abstracted and quoted from as follows:

"Pride of ownership" is the intangible something before which sales resistance disappears, and yet it is something that is not taken, by name, into the interview. According to the director of sales of one of the "six giants of the industry," this "pride of ownership" is a wonderfully subtle quality, hard to teach in a salesman's school, yet the big money in selling electric refrigerators, he says, goes to the men who understand the woman-psychology of the thing—to those "who are skillful in vibrating the woman's pride."

The arguments that won early consumer acceptance fall short now; the best sales argument of the present being pride, which cannot be used in advertising. This was the opinion of another important maker of electric refrigerators.

Another of the problems now to be faced by the salesman is that each domestic sale, since the first rush of wealthy homes are equipped, requires two sales—first to the wife and then to the husband. "Household appliances costing $50 to $75 were bought by the wife; with the other extreme in cost, from $1,000 upward, the husband did the buying. The electric refrigerator standing in between the two in cost, takes salesmanship to both," Mr. Haring says, in giving the opinion of half a dozen principal manufacturers, one of whom said: "Ultimately it'll be 'Yes,' but the average family finds it easy to put off binding themselves for three hundred dollars."

Unexpected sales resistance is being met by the men on the "firing line for domestic refrigeration." Sales quotas have fallen short. Note that Mr. Haring here refers to domestic and not to commercial sales, and he gives as a reason the over-estimation of the market—at least the "immediate volume of individual, domestic installations has been exaggerated," he says.

"Too ready credulity of romantic minds is probably the explanation, although it is always interesting to understand how and why we have been misled. No remark is more common in regard to refrigeration than 'the men behind it are recruited from the automobile world.' These men, more than all others, have been misguided. They have misjudged the individual home market. Accustomed as automobile men are to selling units ranging from $1,000 to $5,000 in a market where saturation seems impossible even in the face of credible statistics, these men saw in domestic refrigeration a sales unit of $200 to $500, and immediately rushed to the conclusion that with a lesser pride a larger market would be at hand."

Practically this is not true, although it may be true statistically, the writer says. The demand for automobiles has not been broken into the sharp lines of domestic and commercial, and the ex-automobile sales manager, failing to make this adjustment in his estimates, made overestimates. He, also, failed to take into account that many a family purse is unable to buy a refrigerator at one-sixth the cost of the automobile—which it has previously bought.

The common belief that automobile selling has supplied the field force for refrigerator selling is not borne out by the following figures given by an authority within the industry, who said that at a recent gathering of 750 sales managers it was possible to place 614 of them as to their "business pedigree." Of that number, 75 came from automobile selling; 29 from supplies for the automotive trade; 271 were from electrical appliances; 104 came from public utility concerns; and 94 were from radio.

"If anything like that ratio goes down from sales managers through their men," the writer quotes his authority within the industry, "I can see daylight in our field problem. The hard thing has been to get salesmen big enough and experienced enough to sell an item running into three or four hundred dollars."

And there you are! Manufacturers misled by automobile experience; salesmen not equal to the task of selling such expensive items. Take also the statisticians from the outside; they have fallen into error, too. In their talk of "units" they have been confusing since they have been careful to mention total units sold, not breaking the total up into domestic, commercial, and mass sales—the latter to apartment houses and hotels. Their erroneous assumptions have been multiplied by considering units against homes, and against wired homes.

"Home sales hold the romance of unit refrigeration." This is the spectacular field. They will, in the end, number many millions. But at this time one man's guess is as good as another's in considering what proportion they really are.

Servicing is another problem in the domestic field, with high class service men as an essential. Servicing is an engineering problem, not to be guessed at. Other problems lie in the policies and practices after the sale is made; many others lie in the recognized method of distribution in the industry, which has brought about a new type of "dealer-service retailer."

Canadian Company Organized To Make Electric Refrigerators

Ice-A-Teria Refrigerator Co., Ltd., Hamilton, Ont., has been incorporated to manufacture and deal in mechanical and electric devices, including refrigerators, according to *Refrigerating World* for July. Capital stock of the new company is $300,000. Harry O. Braden, Willis Lagarie, Charles Bates and others are the incorporators.

Only One Real Reason Not to Have Electric Refrigerator

F. W. Lucket, Frigidaire dealer of Ada, Oklahoma, in response to a factory questionnaire asking for the main reasons why people did not purchase electric refrigerators, replied that there was but one reason. "The only real reason a person doesn't buy electrical refrigeration is because he hasn't the money for the initial payment, or cannot borrow it from the bank."—*Electrical South*, July, 1927.

To Make Electric Coolers

The Meco Manufacturing Company, New York, has been incorporated with a capital of $125,000 to manufacture electric coolers. G. Pfeil, 2 Rector Street, New York City, is one of the incorporators.

The Greatest Single Contribution To the Industry

"The Electric Refrigeration News is now making what is undoubtedly the greatest single contribution to the industry in this particular department and it should be in the hands of not only the company's executives, but those who are out on the 'firing line' supervising sales."—F. H. Smock, general new-business manager, Virginia Public Service Co., Charlottesville, Va.

More Dealers in Massachusetts for Belding-Hall

Noble & Allen, 19 East Main Street, Gloucester, Mass., is displaying a full line of Belding-Hall ElectrICE refrigerators. Other recently appointed Massachusetts dealers for the Belding Hall product include: Household Engineers, Inc., 325 Walnut Street, Newtonville; Teplow Automatic Heat & Cold Co., 309 Warren Avenue, Brockton; Burden-Bryant Co., 109 Lyman Street, Springfield.

Invents Air Circulation System for Refrigerator Doors

Albert R. Peacock, of Rome, Ga., has been granted a patent covering an air circulation system for refrigerator doors and display refrigerating show cases. The device prevents moisture from accumulating between the layers of glass in door or show case, which has heretofore obscured the vision and prevented stored goods from being seen.

Ice in Alaska Costs Consumer $4 a Ton

Even in Alaska ice isn't given away. In Fairbanks, Alaska, it sells for $2.50 for half ton, or $4 a ton in amounts of more than 2,000 pounds.

Agreement on a Fundamental

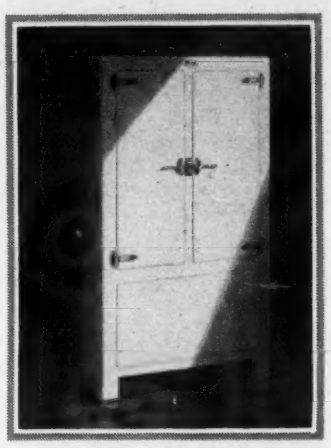
REFRIGERATION SYSTEMS now on the market represent almost every progressive style of development through which the industry has passed during recent years.

Engineers frankly rate these various systems with widely differing degrees of efficiency. In general, the standards by which the rating is done have been agreed upon. On one point there is complete accord: the ideal refrigerating system eliminates service requirements to a point where they are of no concern to anyone.

Central Stations, Distributors, Dealers, will increasingly make freedom-from-service-needs a prime essential in their selection of a system of refrigeration they are willing to sell.

The importance of the achievement of Low Pressure-Slow Speed Refrigeration by Welsbach lies in the fact that it fills the picture of performance by eliminating entirely the usual causes of service-needs. It is setting new standards of reliability in operation and freedom from service requirements.

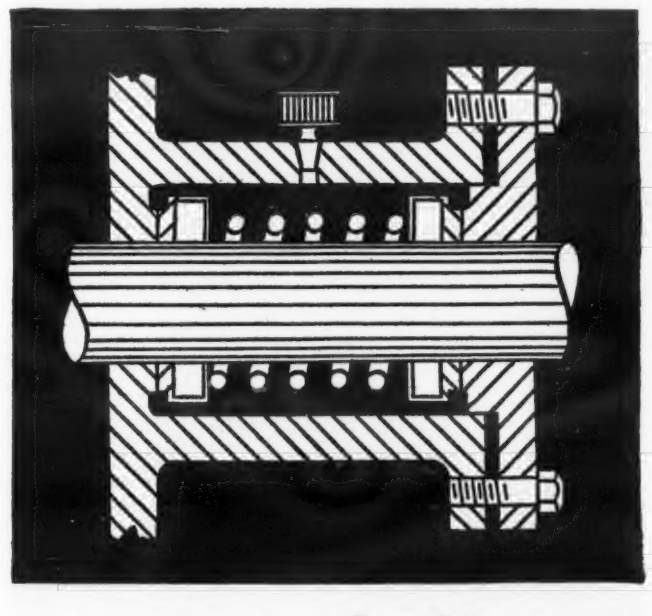
The story is convincing, the facts are many. Those who are interested in securing a selling franchise are invited to write to Welsbach Company, 307 Ellis Street, Gloucester City, New Jersey.



20 lbs. Pressure 280 R.P.M

Welsbach Cabinets and equipment — from foundry to finished product — made in the same plant.

Welsbach Low Pressure Electric Refrigeration



Eliminate 40% of all complaints with this new packing device!

A survey of retail outlets for electric refrigerators discloses that 27.6% of all customer complaints and repairs are due to leaking refrigerant and 12.7% to odor from same! Over 40% of all the grief, expense, and repair trouble in your business due to one cause!

Now you can wipe out that cause by using the Cooke Seal Ring in the stuffing box. The extra cost will be trivial. The gain to you in dealer and consumer satisfaction will be worth thousands of dollars.

The Cooke Seal Ring is today in world-wide use on pumps, compressors, electric refrigerators—wherever a leakless pressure (or vacuum) must be maintained around a revolving shaft.

In actual use on electric refrigerators Cooke Seal Rings have stood idle for a year and a half without loss of any pressure and they have also operated steadily for five years with a total wear of but .003 inch—and no leakage!

Get the facts! Remedy the greatest single fault of most electric refrigerators by sending for the interesting booklet we have just issued. Tells all about the Cooke Seal Ring, how it works, who is using it. Write today. No obligation.

COOKE Seal Ring

20 NORTH GREEN STREET
CHICAGO :: :: ILLINOIS

ROTATES WITH — THE SHAFT

Cooke Seal Ring,
20 N. Green St., Chicago.
Please send me your FREE booklet.
Name.....
Address.....
City.....State.....

PIPE *and* TUBE
FITTINGS

Made From Brass Rod, Castings or Forgings

For many years we have specialized in the manufacture of brass fittings, in small sizes, for connecting brass and copper tubing.

In addition to fittings made from brass rod and castings, we are now producing similar parts made from BRASS FORGINGS to meet the requirements of Iceless Refrigerator Manufacturers for fittings of a superior type. These fittings will not leak gas, air or liquids under mechanical pressure. They have the compact grain structure, high tensile strength and smooth, flawless surfaces found only in forgings. Our forged fittings are accurately machined, carefully inspected and equal to the most exacting requirements.

Send a sample or blue-print for quotations on parts of a special nature. Catalogue No. R-30, showing our complete line of standard fittings will be mailed on request.

COMMONWEALTH BRASS CORPORATION
DETROIT 5781-5835 COMMONWEALTH AVE. MICH.

Beautiful New Home of California Copeland Sales Company in Los Angeles Shows Trend in Style of Dealer's Exhibits

One of the Main Sales Rooms

Looking Through the Lobby

A Luxurious Setting for the Product

ANSWERS A WOMAN'S QUESTIONS ABOUT THE ELECTRIC REFRIGERATOR

The following article, written by Sarah Field Splint, was published in the July issue of *McCall's Magazine*, and was entitled, "She Asked Me About An Electric Refrigerator."

"For one thing, you must consider the rate charged for current in your vicinity. In certain sections of the country it is so moderate that the cost of running the refrigerator is little if any more than to keep the average ice-chilled refrigerator well iced. In some places, however, the rate is high, and if you have several pieces of electrical equipment in your house, it would be well to inquire about a power rate. It will depend on the rate the electric company makes, on the cost of installing the special meter and on the amount of work you do by electricity, whether it will be worth while for you to have such a meter installed.

Some Points to Consider

"Another thing to consider is the condition of your present refrigerator. Because if it is a well-made box and still in good condition, you can have an electrical unit installed in it. Any reliable manufacturer or dealer will examine your old box and give you his expert advice. Of course, if it was a cheap box in the first place, by all means buy the complete eelctric refrigerator. A poorly insulated box will use so much more current to keep the temperature of the food compartment low that you soon will have paid out for electricity all that you saved in the first place.

"When you are ready to make your purchase be sure you are dealing with a reliable company, one which is sure to stand back of its product. The manufacturer usually guarantees to keep the machinery in order for a year, and although there isn't much to get out of order in a well-made electric refrigerator, something may go wrong and then you are at the mercy of the service department or agent for your particular machine.

"Of course, there are certain mehanical features which the dealer should explain to you or to a member of your family when you buy your refrigerator, especially if you live in a remote section where servicing necessarily will be slower than in a city. You should know, for instance, that the motor must be oiled occasionally and the tank defrosted every two or three weeks. Your dealer will explain just how and when to do these two things. It is no longer necessary to warn you about the sound of the motor. All the manufacturers of standard makes have of late years so improved the mechanical details of their machines that they run with almost no noise or vibration.

Assures Dry, Uniform Temperature

"When your final investment is really made and this good-looking piece of furniture makes its appearance in your kitchen, you will find many occasions for rejoicing. No more muddy foot-prints across the clean floor, no more days when "the iceman forgot to come" or when you didn't "put the card out." Best of all, you will be assured of a dry, uniformly cold temperature considerably below 50° F.

"The longer you have an electric refrigerator in your home, the more ways you will discover in which it can help in your every-day meal planning. With it you can do a great deal of preparation in advance. It will make it possible for you to give more variety to your menus and it will be a wonderful help in preparing special dishes for entertaining. There are many delicious frozen salads and desserts you can have with almost no trouble at all; you simply put the mixture into the ice-trays in the morning and by dinner time it will be ready to serve.

"You can keep down the cost of running it by being careful. Don't open its doors any oftener than you must; don't put hot food into the food compartment; cool the mixtures to be frozen before putting them into the freezing trays."

What He Was Looking For

"I am taking this opportunity of expressing my complete satisfaction with the 'News' as it is the paper I have been looking for."—W. J. Nickel, Refrigeration Engineer, Independence, Kan.

Madison, Wis., Dealer Gets Prospect List by Exhibiting at Fairs, in Hotels and at Product Expositions

By Al P. Nelson

Out in Madison, Wis., the capital of the Badger state, there is a man who is selling electric refrigerators with no trouble at all, a man who goes out after business instead of waiting until it comes to him. That man is W. F. Bakke, manager of the Electrical Refrigeration Sales Co.

When it comes to selling electric refrigerators no one knows better than Mr. Bakke that it takes plenty of work to keep up the average. Mr. Bakke knew this and he immediately began to search for ways and means to display his firm's products throughout Madison. He knew that if he relied only on the small display space of his store on State Street he would miss many prospects. So he decided that he would try to rent space at big public events as well as space in some of the large downtown stores.

The first place that he tried out his plan of display was in the large "products" exhibit held at the Barron Department Store in Madison. Two entire days were given over to programs and exhibits and every merchant displaying products received a great deal of publicity. The success with which his project went over in the Barron Store convinced Mr. Blake that his method had merit to it. He obtained a large prospect list, sold a few refrigerators and showed the refrigerators to hundreds of people each day.

"The only way to sell refrigerators in this town or in any other town is to push them and push them all the time," stated Mr. Bakke. "You've got to display them in all the places you can in order to get the people thinking about them. That's the only way we get half the business we do. If we stayed in the store and waited for people to come in and buy refrigerators we would go out of business in a short time. It is only because we follow down every tip we get that we are able to maintain our high quota of sales."

The next step Mr. Bakke took in putting over electrical refrigeration in Madison was to rent the display window of the Park Hotel, place two electric refrigerators in it, and arrange for a lighting effect at night. This window has brought plenty of publicity to Mr. Bakke and his firm. It is situated on the most advantageous corner in the entire city. It is directly across from the state capitol buildings and occupies one of the front sections of the Park Hotel.

Mr. Bakke secured a lease to display electric refrigerators in this window for three weeks during the hot summer season. So far he states it has brought him a great deal of valuable publicity and also many orders.

"I regard this window as particularly valuable from an advertising standpoint," said Mr. Bakke. "The hotel is the stopping place of all the big bus lines operating throughout southern Wisconsin and these busses stop directly before the window. This alone makes the window a valuable display space. Then, too, people going to the capitol and to the big downtown stores in Madison all pass this corner and are very likely to see this display window as it is practically the only one in the entire block."

Mr. Bakke, in following out his general idea of displaying refrigerators before the public to which he is selling, is a firm advocate of entering electric refrigerator exhibits in expositions of any kind. "That is the only chance you get really to show people what your refrigerator will do," Mr. Bakke said. "The same people who would not give you enough time to explain the working of an electric refrigerator in the daytime when they are busy, will linger and watch and ask questions at an exposition. It just seems to be human nature, but we know that people are in much better buying moods at these shows."

Mr. Bakke states that he is also planning to enter exhibits at some of the fairs that will be held in the city this fall. He says that many people will walk around and look over the exhibits just because they want to view the fair, but you couldn't get them to walk around a downtown store in the same manner.

"I find that there is not much opposition to electrical refrigeration once we land a prospect and get him interested," said Mr. Bakke. "Electrical refrigeration is so superior to all other forms that he is easily made to see the light. We ourselves are sold on the idea of electrical refrigeration and that is one reason why we can go out and keep selling jobs in this city."

A large percentage of the electrical refrigeration units sold by Mr. Bakke and his firm are commercial units, he states. This is due to the fact that Madison merchants are at the stage where they realize that good refrigeration is an important asset in getting the trade. They have been having considerable difficulty with other forms of refrigeration and are glad to turn to a dependable kind, he states.

There are five salesmen working for the firm, under the direction of Mr. Bakke, and are bringing in plenty of sales. Although the firm is working commercial places very hard at the present time, they have in no way neglected their domestic business. They did a very fine business during May, June and July of this year and are planning more active campaigns on the domestic field within a month. In the domestic field, however, the market is a little slower, states Mr. Bakke. This is due to the fact that the domestic trade is not yet accustomed to investing large amounts for refrigeration, but are slowly being convinced that such an investment is very worthwhile.

"I am quite proud of our record of maintenance of electric refrigerators," said Mr. Bakke. "And I can't hand out enough compliments to my men. They are all factory trained men who know how to install refrigerators properly. During the time we have been in operation in Madison, we have not had a single complaint from the installation of a unit. That says a whole lot. We are very careful in all we do, and believe me that is much better than doing things in a rush just in order to make a sale, and then suffering a lot of trouble later."

Mr. Bakke is of the opinion that the sale of electric refrigerators throughout southern Wisconsin is going to receive quite an impetus. He gives as his reason the intensive sales program being staged in this state by the various refrigerator companies, accompanied by a good advertising campaign. Backing up this fine advance publicity are a bunch of live wire dealers who are ready to go out and get the business.

Electricity Played a Big Part in Making the [redacted] 44,000,000 Gallons of Ice Cream Used in July

The gob of white or pink or brown ice cream in the average snub-nosed boy's cone, and the slice of it daintily served at the average afternoon tea may not reveal the fact that ice cream is electric, but the fact remains nevertheless. Practically every process in the series of events that converts ingredients into the nation's 320 million annual gallons of ice cream is done by the heat or the power of electricity. Practically every ice cream plant in the country is now operating electrically.

Last month when the thousands of commercial plants throughout the land turned out their 44 million July gallons—10 million gallons a month are manufactured in winter—electricity took a hand in the procedure the moment the cream entered the plant.

It pumped the liquid to the storage room where it is held at about 35 degrees Fahrenheit by electrically driven refrigeration machines. Sugar, fruits and flavoring materials, in the larger plants, also are moved into their storage quarters by electric trucks and belts.

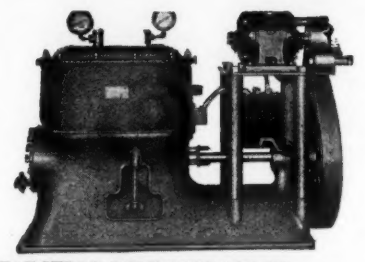
The same power pumps the cream out of storage, delivers it into the hot pasteurizing tanks and then into mixing containers. While it is still hot the mixture is subjected to 2,000 pounds pressure by electric compressors which drive it through fine screens. This breaks up the butter-fat globules, making the mixture smooth and uniform. The flow then moves over cooling coils and into glass-lined tanks where it is held cool until the freezing starts. Motor-driven agitators beat it continuously in these tanks to keep it from becoming lumpy.

Specially - designed sanitary electric pumps draw the mixture from the tanks and deliver it to motor-driven freezers, each of which may be of 75 or 80-quart capacity. After 20 minutes in the freezers it is pumped again in its thickened state to metal containers where the final hardening takes place during 10 or 12 hours in a temperature of 10 degrees below zero. Electricity accompanies it every step of the way, actually freezing the nation's ice cream.

BUSH CONDENSERS

Made in any size or capacity. Seamless Copper Tubes, Individual Fins, Maximum Efficiency.

BUSH MFG. CO.
Hartford, - - Conn.
WHITE-HANNA
302 Lincoln Bldg.,
DETROIT, - - - - - MICHIGAN



ELECTRIC REFRIGERATION DISTRIBUTORS AND DEALERS

You need the PEERLESS line of commercial units.
PEERLESS units give you a COMPLETE line, ranging from 1 to 10 tons.
Fifteen years of successful manufacturing and merchandising of ice machines are behind the PEERLESS name. Our record warrants your most exacting investigation.
WRITE OR WIRE
PEERLESS ICE MACHINE CO.
503-531 S. Jefferson St.
CHICAGO, ILL.

Protecting Reputations

The leading manufacturers of electric refrigerators use Novoid Corkboard to insulate their equipment. Since reputations depend on operating efficiency only the finest sort of insulation meets their requirements. They find Novoid Corkboard high in insulating value, easy and economical to use, and uniform in quality. Perhaps you, too, can make effective use of this high grade corkboard. May we send you a sample and a copy of Bulletin 271-E?

Electric refrigerators are corkboard-insulated to insure permanent thermal efficiency

Novoid Corkboard In[redacted]n

CORK IMPORT CORPORATION
345 W. 40TH ST. NEW YORK

"Permanent Protection for All Refrigeration"

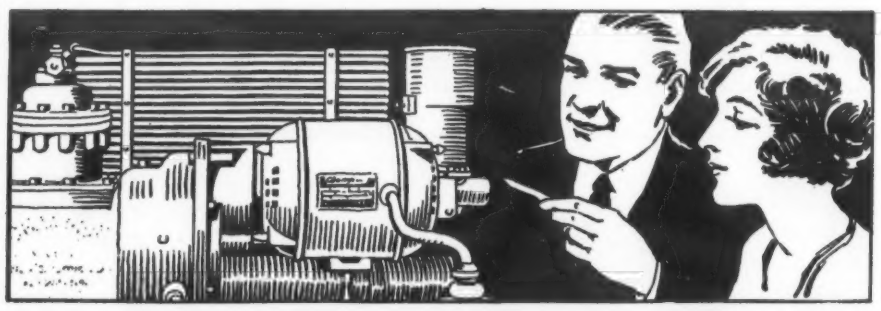
ATLANTA BOSTON BUFFALO CHICAGO PHILADELPHIA ST. LOUIS

Hot Die Pressed Forgings

Valve bodies, tees, elbows, evaporator headers,—anything in the line of brass parts made to your specifications. Rough forgings only. The largest producers of refrigerator forgings in the country.
Send your specifications direct to
ROME MANUFACTURING COMPANY, Rome, N. Y.
Factory Representatives, F. B. Riley and Associates, 320 Beaubien St., Detroit, Mich.

THERMOSTATS Automatic Controls for Refrigeration and Oil Burners
SHAFT SEALS—FLOATS
HIGH PRESSURE CUT-OUTS
LIGHT STAMPINGS
Engineering Department at Your Service
GOODNOW & BLAKE MFG. CO.
3840 BEAVER STREET
DETROIT, MICH.

Now Ready—A Home Study Course in Electric Refrigeration



FOR SALESMEN, MECHANICS AND UTILITY SERVICE MEN

So quickly has electric refrigeration blossomed into a billion dollar business that there are not trained men enough to go around. On all sides the juicy plums are going to the men and businesses who understand the basic principles of refrigeration and servicing.

Our easy-to-understand home study course in refrigeration teaches you about every type. A half hour each evening will give you expert knowledge of principles, methods and mechanical construction, will open the door to bigger paying jobs, will enable a firm to earn greater profit with better satisfaction to customers.

Forty-eight lessons in simple language teach you every point of electric refrigeration.

Nowhere else can you obtain this type of training that teaches you at home. Manufacturers and Dealers! Enter your employes. The coupon brings the catalog. You can take the course on easy monthly partial payments—get the facts.

Utilities Engineering Service

Educational Division

Department 47

3120 North Clark St.,

CHICAGO

UTILITIES ENGINEERING SERVICE
Educational Division, Dept. 47
3120 North Clark St., Chicago
Entirely free, please send me a copy of "Opportunities in Electrical Refrigeration" with complete literature on your new course.
Name .....
Street .....
City .....
Position now held .....

How Frigidaire's Prospective Purchasers Are Impressed in Omaha, Nebraska

ICE SALES UP AMID NEW COMPETITION

Gains Made Despite Use of "Ice by Wire" Chicago Writer Says

The *Chicago Evening Post* for Saturday, July 16, carried the following article, written by Herman Gastrell Seely:

Contrary to expectations, the invasion of electrical refrigeration in a field hitherto controlled by the iceman and his wagon or motor truck, has proved a direct benefit temporarily to the artificial ice companies already in business.

The electric refrigerator makers themselves, the action of the stocks suggests, have been having the usual troubles of pioneers in any new field of industry. Manufacturing mistakes have brought consumer complaints; unsatisfactory ice boxes have been taken back and replaced, and the result as far as net profits go have thus far been most unsatisfactory.

Most of these troubles, of course, are now past. New machines are being brought out at a much lower sales price than the early models. Improvement in mechanical design has eliminated most of the early defects. There is not the slightest doubt in the minds of the exponents of electrical refrigeration, at least, that the ice of the future in the city will be brought in in a majority of cases by wire or the gas jet, rather than by the ice man.

The number of electric and gas refrigerators in the hands of the public is already large. Nevertheless, the sales of the leading ice companies in the larger cities, so far as reports are available, have shown a tendency toward sizable increases. The Consumers' Company ice business in Chicago, as a specific example, is well ahead of last year, despite the freakish spring.

The explanation of the seeming paradox is this: Before the advent of the home icemakers there was a slow but steady increase in the number of artificial ice plants making ice at wholesale to sell to the householder. The advent of Frigidaire, Servel, Copeland and other machines has scared new capital out of the artificial ice field. Very few new plants are being built. The companies already in existence are having a monopoly of the sales.

Thus far, at least, the sale of electrical refrigerators has apparently failed to keep pace with the growth in the number of new homes and families. The result temporarily is to the benefit of the artificial ice plants, whose owners no longer have to figure on the competition brought about by the old normal increase in ice manufacturers.

CANADIAN DEALER USES NEWSPAPER WANT ADS

Knowing that the want ads have a strong pull, G. A. Wenige, of the Bicycle and Motor Sales Company, London, Canada, uses them to advantage in selling Kelvinators. His use of them is recounted as follows in *Cold Facts* for July, 1927:

A large percentage of the readers look over some section of the want ads each day, so Mr. Wenige inserted a four or five line ad at the head of each section or subject, with the ad fitting the heading under which it appeared, as these examples will show:

Under the heading of "Business Opportunities"—"Any business which handles food and drinks will have more opportunities for increased business if they install Kelvinators. Wenige sells them."

Under the heading of "Insurance"—"Health insurance—you can't be sure without a Kelvinator. Wenige sells them."

Under the heading of "Musical Instruments"—"Accordian' to Hoyle you should have a Kelvinator. G. A. Wenige sells them."

Under the heading of "Real Estate for Exchange"—"You can exchange a cottage for a mansion if your cottage is equipped with a Kelvinator, because that makes it a real home. G. A. Wenige sells them."

MOTOR INDUSTRY IS FINDING RIVAL IN REFRIGERATION

By O. A. Mather

The automobile has been the badge of American prosperity. Now it faces a rival—the electrical refrigerator. The extent to which these modern conveniences are being adopted was the subject of two bits of news yesterday.

The amounts of capital and numbers of workers now involved in the nation's use of automobiles are greater than similar items for the railroad, according to a report submitted at the meeting of the executive council of the American Bankers' Association at Hot Springs, Ark. The motor vehicle industry is assigned first rank among our national industries. Capital invested in such vehicles and in automobile highways exceeds that invested in railroads. About 8 per cent of all persons gainfully employed are in the automotive field.

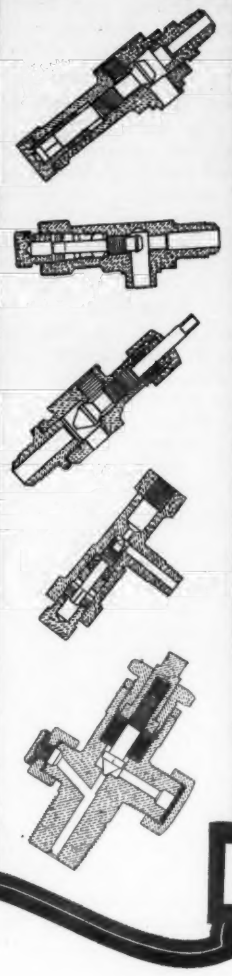
Passenger Traffic Cut

Freight hauling by motor truck offers negligible competition to the railroads, which last year hauled about fifty times as much as did trucks. But automobile and motor coaches have seriously reduced railroad passenger traffic. Automobile passenger miles last year were about three and one-half times those of the railroads. But the railroads are adopting the motor vehicle as supplements.

The rapid adoption of electrical refrigeration was shown in an announcement by the General Motors Corporation that its $20,000,000 refrigerator subsidiary has started on a schedule calling for the production of four refrigerators a minute. Thus, 2,000 units will be produced each working day for an indefinite period. The refrigerator division now ranks second in unit sales for the entire General Motors group.—*Chicago Tribune.*

Syphonix Establishes Agencies

The Syphonix Refrigerator Company, whose offices and manufacturing plant are in Superior, Wis., now has active agencies in Chicago, St. Paul, and in several Wisconsin cities. The firm manufactures a show case refrigerator.



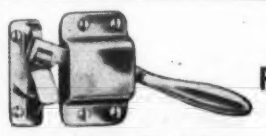
~A solution to your valve troubles

FORGED OR DIE CAST BRASS
MECHANICAL REFRIGERATION
Shut off and Cylinder Valves of Quality in Standard Designs or to your specification

KERO TEST MANUFACTURING CO.
Pittsburgh, Pa.

KERO TEST
REGISTERED U. S. PAT. OFF.

5 out of 6 of the leaders of the industry use coils of Wolverine seamless copper tubing.
WOLVERINE TUBE COMPANY
1431 Central Ave., Detroit, Mich.
WOLVERINE
SEAMLESS COPPER AND BRASS TUBING



Distinctive Refrigeration Hardware
PATENTED TRIPLOCK
Winters & Crampton Mfg. Co., Grand Rapids, Mich.

AUTOMATIC MERCURY CON-TAC-TOR CONTROLS SWITCHES
Simple - Dependable - Accurate
ABSOLUTE CONTACTOR CORPORATION
ELKHART, INDIANA

The Universal Cooler fills a universal need!
DEALERS: Write us for complete detail on profitable Universal Cooler proposition
UNIVERSAL COOLER CORPORATION
Detroit, Michigan — — — Windsor, Canada

A MONEY-MAKING LINE of Commercial Refrigerators

In this line there is a refrigerator suitable in size and design for every market, grocer, florist, restaurant, cafeteria, delicatessen, or hotel. A steadily increasing refrigerator business can be built on these popular refrigerators.

SHEET CORK INSULATED
Built Especially for Electric Refrigeration

Sheet cork invariably applied in two layers with all joints broken. Cork board encased in two layers of insulating sheathing. Patented pan for highest efficiency with electric cooling units. The product of a refrigerator factory established in 1856.

Rubber gasket doors to prevent leaks. Three lights of glass in display doors. Liberal oversized ice chambers which permit of ample coiling. This feature reduces wear and tear on the ice machine to a minimum. Fine furniture finish on exposed exterior. Top quality custom built in every respect but available from reserve stock for immediate shipment.

Style 727
Side bunker Walk-In refrigerator in the low ceiling style. For small shops.

Style 227
Overhead bunker market refrigerator. Make in various sizes up to 10' x 12' x 11'.

GLOEKLER PITTSBURGH PA
65 YEARS MANUFACTURING BUTCHERS EQUIPMENT

Style 627
The popular market cooler with 6 display doors. Made in full range of sizes to meet every need.

ICE MACHINE DEALERS

The sales of your ice machine can be boosted by handling also the proper refrigerator. Merchants will no longer be able to put you off with an excuse to look into a new refrigerator before deciding on the ice machine when you can also give them the full refrigerator data.

Style 827
Overhead bunker and Walk-In style, yet only 9' high. Suitable for low ceilinged rooms.

MAIL COUPON for LATEST CATALOG

This catalog fully describes and illustrates the entire line. Attach the coupon to your letterhead and we will send you the complete dealer's information.

Attach this coupon to your letterhead.

NAME _____
STREET _____
CITY _____ STATE _____

BERNARD GLOEKLER CO., 1627-33 PENN AVENUE, PITTSBURGH, PA.

NEW BOOKLET AND LEAFLETS

Cooke Seal Ring

Cooke Seal Ring, 14-30 North Green Street, Chicago, have published a 16-page booklet describing, explaining and pointing out important points concerning their product, a mechanical device which is a seal for rotating shafts. Letters of users are included, as is a price list; the booklet is illustrated.

Ranney

Ranney Refrigerator Company, Greenville, Mich., has issued a 48-page catalogue covering the cabinets manufactured by the company, most of them being adaptable to mechanical refrigeration, and some of them being especially suitable. Twenty-eight models are pictured, and all have specifications given. Parts and construction are also shown.

Gloekler

"The Story of Gloekler Glass" has been published by the Bernard Gloekler Company, 1627 Penn Avenue, Pittsburgh, Pa. The portfolio is 10 by 13 inches, and contains twelve pages. The background paper of the book is black, and mounted on the pages are attractively colored pieces of advertising matter showing the refrigerator display cases manufactured by this company.

American Radiator

The industrial division of the American Radiator Company, 816 South Michigan Avenue, Chicago, has published a folder dealing with low and high pressure float valves. The low pressure valve is designed to maintain a liquid level in the evaporating surface when used with any of the standard refrigerants not having a detrimental effect on brass. The high pressure valve is designed to operate as a valve open to a liquid and closed to a gas in connection with any refrigerant not having a detrimental effect on brass. Drawings show cross sectional views and dimensions. Both types are pictured.

Inco

The International Nickel Company's publication, *Inco*, has been received. Stories of a variety of industries employing products of the company comprise this publication, which is highly illustrated. A center spread is devoted to the new Hotel Stevens, Chicago. Manufacturers of electric refrigerators using Monel Metal in cabinet construction are grouped in a full page cut picturing each.

Wirfs Gasket

We have received from the E. J. Wirfs Organization, 106 South 17th Street, St. Louis, Mo., a card with attached samples of four sizes of their "Airtite" gasket, which is a waterproof, insulated, and flexible cushion for rendering air-tight doors, windows, compartments, etc., in cold storage and other plants requiring dustproof or air-tight closings. The reverse side of the card shows the gasket in use, and gives approximate shipping weight.

Geuder, Paeschke & Frey

The Geuder, Paeschke & Frey Co., 1500 St. Paul Ave., Milwaukee, Wis., has recently published a booklet entitled "Stampings." It treats in detail with the problems of stamping design and production and describes several special jobs produced for the electric refrigeration field.

SureCold

The refrigeration division of the Warner Steel Products Company of Ottawa, Kan., has issued two folders picturing the SureCold electric refrigerator. Six models are shown in one folder, with descriptions of each given. Prices are listed, and dealer helps provided by the company are shown. The second folder, in addition to showing the complete refrigerators of the company, also pictures the cooling equipment made for any refrigerator or showcase, eight types of compressor manufactured, coils, display counters, and an iceless water cooler. A part of the folder shows the plant of the company and rooms within the plant.

Allen

A pamphlet introducing the new junior self-contained Allen-Kelvinator water cooler, manufactured by the Allen Filter Co., Toledo, O., has been received. A number of models are pictured with specifications, capacity tables, etc. Kelvinator equipment is used with the Allen water cooler cabinet.

Phoenix

Two folders have been received from the Phoenix Ice Machine Co., Cleveland, O., describing and picturing the refrigerating machines manufactured by this company. One is devoted to several types which they make, while the other deals entirely with their unit type machines. Both booklets deal with Phoenix automatic control.

Sales Log

The *Sales Log* of the Georgia Power Co., Atlanta, is now telling of another campaign, but its issue of July 25 publishes several letters relative to the recent half-million dollar sale of electric refrigerators, one of them terming it "The best piece of merchandise sales work that has been done by any company this year."

Stanley Knight

Catalogue No. 25 of the Stanley H. Knight Co., Chicago, Ill., is a 60-page, 12 x 15 inch book, picturing in colors the soda fountains manufactured by the company, among them being a number of models for mechanical refrigeration.

"What Every Owner Should Know About Mechanically Refrigerated Soda Fountains" is the title of Catalogue No. 64, which deals in detail and illustrates the systems worked out for use with the various makes of compressor. The book is highly illustrated, and contains many drawings as well as photographs, specifications for the various fountains, etc. Three pages of photos show fountains in use.

Cold Facts

The July number of *Cold Facts*, the journal of Kelvinator, Detroit, has been received. Its pages contain many illustrations, with a center spread showing eleven dealers' windows awarded prizes in a window display contest. News of interest to Kelvinator men fills the sixteen pages of the magazine. The letter on the "President's Page," which will hereafter be written by C. King Woodbridge, was written for the last time by A. H. Goss, who has become chairman of the board, Electric Refrigeration Corporation.

Bishop & Babcock

A booklet has been received from Bishop & Babcock Sales Co., 4901 Hamilton Avenue, Cleveland, O., describing their products, of which a bellows is adapted for use by manufacturers of electric refrigerators. Dimensions are given, illustrations used, and descriptions included.

Mechana-Kold

"What is Mechana-Kold?" is the title of a folder issued by the Mechana-Kold Corporation, Bay Shore, N. Y., which describes the freezing units for installation in any cabinet, and the complete units. Direct expansion freezing units and a compressor are pictured. Drawings are also used.

Enamelist

The July-August number of the *Enamelist*, published for the porcelain enamel industry, has been received. It contains news of the industry and of those connected with it, told in an interesting way.

Rice

"Twenty-Five Years of Knowing How" is the title of a 16-page booklet published by the Rice Products, Inc., 100 East 42nd Street, New York City. Illustrations of the various electric refrigerator models made by this company are shown. Special parts of the machines are pictured in enlarged form with accompanying description. A number of recipes are included, and a portion of the booklet is entitled, "Hints to the Hostess."

Dunning Pump

Dunning Pump and Manufacturing Co., 326 Walnut Street, Philadelphia, Pa., has published a booklet dealing with the refrigerating equipment manufactured by the company. Illustrations of compressors and of parts, with specifications and other descriptive matter, make up the booklet.

FROZEN ASSETS

This is the start of one more non-stop flight—of fancy. We're off to cover the distance of one full column, but this is the only time we propose to do the distance solo. Customers having verse, verities or vagaries touching lightly on our erstwhile serious subject of shimmering shivers are hereby notified that we get mail at the NEWS office.

Yes, officer, we're about ready. Just push the crowd back, if you will, and we'll bring our machine out on the runway.

The gentleman wishes to know what sort of ship it is. Well, it was built to our order back in 1897 by a man named Smith; L. C. Smith, to be specific about it. And it is equipped with 26 controls, each marked with a letter of the alphabet. We taught ourself to operate it. All right then! To business:

Before we get too far down the line, we want to tell you about "Zep Vegitori." "Zep" runs the grocery and vegetable library that keeps our food budget from ever coming out even. He has just put in electric refrigeration, and if you ever met one proud vegeteer, "Zep's" it. You never saw such a change in a man. Since that refrigerator outfit has been installed, "Zep" wears knickers around the store every Saturday, and now he's getting country-club in his window. Yesterday he had a bunch of spinach, kale and beet tops behind the glass, with a sign reading: "All fresh; greens fees moderate."

Writing in the *Nation's Business*, Francis J. Oppenheimer ventures the prophecy that in ten years there will be ten million electric refrigerators in use in American homes. Good news for those of us whose wives make us go tea-ing every Sunday night, and who loathe turning cream in our coffee, runny butter, and mayonnaise that would have been great if it had been kept ten degrees cooler. Meanwhile will someone please produce a portable cooling cabinet, so that we can tote our own?

And to Think An Electric Refrigeration Salesman Could Have Saved This Home!

To whomever it might concern:
Augustina McGulliver, having left my bed, and I won't say board because the food was terrible, the butter running all over the plates and the milk pretty near always sour, I won't be responsible for her debts. T. D. McGULLIVER.

"Henry," said Mrs. Kolder to her husband when they got home from the Reddimony's tea last night, "your neck is so skinny and your collars are so much too big for you they make you look like an ostrich peeking out of a cistern."

"Yeah?" countered Harry. "Well, your appetite is so big and you put away so many plates of salad and ice cream it made you look like an electric refrigerator."

Prospects We Have Met
I. Spinnaker Sanderson

Spinnaker started his hardware store on West Main Street only twenty years ago, and so is comparatively young at this business. Before getting commercial he was in the boat building business, down the Harbor. Spinnaker has a little red roadster that he treats like a motorboat, and when he wants to stop in front of his store he shuts off the ignition switch fifty yards down the street and cruises in with his engine dead. You expect the old boy to break out a boathook and mooring line from somewhere.

His face is red and thick and lined, and when you first talk to him you get the same idea about his mind.

"Whut's the idee?" Spinnaker asked the refrigerator salesman, who eventually converted him, "havin' a motor and a pump and a kendenser and a—a now, thermostatic all kennected up in there when you could just chuck in a cake of ice now 'n then?"

The salesman worked long and patiently, and somehow or other it came out that he had sailed racing catboats, and the atmosphere warmed up a bit. Just about then a well dressed woman came into the store.

"Oh, Captain Spinnaker," she chirped, "what have you got here?" That settled it.

"This here," said Spinnaker, "is the latest, slickest, coldest gol-darn electric refrigerator that ever had a motor, a pump, a kendenser and a thermostatic into it. I'm gona sell 'em. And by the way, Mrs. Saymour, this young feller sails catboats. Would you ever believe it?"

This decorated check idea that was started when Colonel Slim got his trans-Atlantic reward, has invaded our favorite field. This week a house furnishing store received a check in payment for an electric coolerator. It carried a drawing of an iceberg and was marked "Cold Cash."

What with the welcome popularity of the electric refrigerator in the smaller apartment houses, one of our architect friends has been confronted with a brand new problem. The question is what to call the space just to the right of the built-in refrigerator, between that essential piece of furniture and the kitchen cabinet. The space is about two feet wide and our humble suggestion is to install a bench there and name it the Necking Nook.

—C. L. F.

Reasons for Electric Refrigeration Given in Radio Talk

(*Continued from Page 6, Column 5*)

with the soup. Because the egg settles to the bottom this first half teaspoonful of egg is allowed to settle and another thin layer of egg is added and the cup filled with the soup. When this has congealed slightly, decorate the top with another layer of egg and add a sprinkling of paprika. Much the same thing can be done with chopped parsley, cooked carrots and other vegetables.

A very acceptable luncheon dish may be made from one cupful of consomme and one medium boiled egg. Place the whole egg on the cup and pour the soup around it, placing it in your refrigerator to congeal. Turn out on a bed of lettuce leaves and serve with toast or hot rolls.

Another unusual cold luncheon novelty is made by using one-half of a fresh peeled tomato stuffed with ham or rice and jellied in individual forms.

Chicken gumbo may also be used this way, and is particularly delicious when a tablespoonful of left-over chopped chicken is added.

For a supper or luncheon try a fish in aspic. You may use any canned fish such as shrimp, lobster, crab, salmon or tuna. Open the can of fish, add 1½ cupfuls of white stock or water, the juice of half lemon, half teaspoonful each of finely chopped parsley, and onion, one clove, one bay leaf, and salt and pepper to taste. Cook slowly for ten minutes, remove and stir in one tablespoonful of dissolved gelatin and cool. Pour into a mold and place in the refrigerator. This may be sliced down and decorated with parsley, sliced tomatoes, lemon and hard-boiled egg.

While the electric refrigerator is thoroughly capable of making almost every kind of frozen dessert, there are times when one has not the time to wait for a dessert to freeze through. At such a time ice is indispensable. Here are recipes for several of these ice creams:

For peach cream take one-half of a canned peach and fill it with vanilla ice cream. Whip a cupful of cream adding a little of the peach liquor and sugar to taste. Cover the ice cream with this and decorate with thin slices of peaches. Place in the freezing pan and chill.

For pineapple delight the ice cream is piled on top of a slice of pineapple. Boil half cupful of the fruit syrup with an equal quantity of sugar. Coat the ice cream and pineapple with this and place in the refrigerator to chill.

Chocolate ice cream ball is a very popular dessert. Arrange a ball of vanilla ice cream on a macaroon or meringue cookie. Cover the ice cream with whipped cream flavored with almond extract and let freeze. Remove from the refrigerator, cover with chocolate icing and return to chill. You may pour warm chocolate, caramel or butterscotch sauce over it and serve it.

Ice cream fruit loaf is one of the gayest of the desserts. Purchase one quart of vanilla or other flavored ice cream. Press half of it into the bottom of the freezing pan. Arrange a layer of canned or fresh fruit on top of this and another layer of ice cream over the fruit layer. Freeze through and just before serving glaze with a coat of the fruit juice. Cut in slices and serve.

CLASSIFIED COLUMN

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